

ESTTA Tracking number: **ESTTA467645**

Filing date: **04/17/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Apple Inc.
Granted to Date of previous extension	04/18/2012
Address	1 Infinite Loop Cupertino, CA 95014 UNITED STATES

Attorney information	Joseph Petersen KILPATRICK TOWNSEND & STOCKTON LLP 31 West 52nd Street, 14th Floor New York, NY 10019 UNITED STATES JPetersen@kiltown.com, AlJones@kiltown.com, ARoach@kiltown.com, agarcia@kiltown.com, NYTrademarks@kiltown.com, tadmin@kiltown.com Phone:212-775-8700
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Applicant Information

Application No	85379097	Publication date	12/20/2011
Opposition Filing Date	04/17/2012	Opposition Period Ends	04/18/2012
Applicant	Ninja Entertainment Holdings, LLC 404 Smithfield Street Pittsburgh, PA 15222 UNITED STATES		

Goods/Services Affected by Opposition

Class 009. All goods and services in the class are opposed, namely: Audio headphones; Carrying cases for electronic equipment, namely, Cellular telephones; Cases for mobile phones; Cell phone cases; Cell phone covers; Cell phone faceplates; Cell phones; Cellular phones; Cellular telephone apparatuses; Cellular telephones; Computer game software for personal computers and home video game consoles; Computer game software for use with personal computers, home video game consoles used with televisions and arcade-based video game consoles; Earphones and headphones; Electronic device to charge and secure tablet PCs; Handheld personal computers; Headphones; Headphones including attached lanyard; Loudspeakers, headphones, microphones and CD players; Music headphones; Personal computers; Personal headphones for sound transmitting apparatuses; Personal headphones for use with sound transmitting systems; Stereo headphones

Grounds for Opposition

Immoral or scandalous matter	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)


Dilution	Trademark Act section 43(c)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1078312	Application Date	03/25/1977
Registration Date	11/29/1977	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1976/04/00 First Use In Commerce: 1976/04/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE		

U.S. Registration No.	2808567	Application Date	10/02/2002
Registration Date	01/27/2004	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1980/09/00 First Use In Commerce: 1980/09/00 COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEB SITE OPERATION AND MANAGEMENT SERVICES TO OTHERS; COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE		


U.S. Registration No.	3928818	Application Date	05/03/2007
Registration Date	03/08/2011	Foreign Priority Date	NONE
Word Mark	APPLE		


Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 009. First use: First Use: 1976/04/01 First Use In Commerce: 1976/04/01</p> <p>Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management</p>

	<p>software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above</p>
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U.S. Registration No.	3317089	Application Date	06/04/2004
Registration Date	10/23/2007	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use:</p> <p>Musical sound records; sound records featuring entertainment; sound records featuring music, musicians, documentaries, biographies, interviews, performances, reviews, drama and fiction; musical video records; video records featuring entertainment; video records featuring music, musicians, caricatures,</p>		

	cartoons, animation, documentaries, biographies, interviews, performances, reviews, drama and fiction; cinematographic films; musical sound recordings; musical video recordings; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, audio tapes, gramophone records, video tapes, video discs, DVDs, CD-ROMs and interactive compact discs, all featuring or relating to music and films; digitally recorded sound and video records; downloadable musical sound and video records; downloadable sound and video records featuring or relating to music, entertainment and films
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U.S. Registration No.	1114431	Application Date	03/20/1978
Registration Date	03/06/1979	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	THE MARK CONSISTS OF A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.		
Goods/Services	Class 009. First use: First Use: 1977/01/00 First Use In Commerce: 1977/01/00 COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE		

U.S. Registration No.	2715578	Application Date	07/01/2002
Registration Date	05/13/2003	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1977/01/01 First Use In Commerce: 1977/01/01 Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers;		


	<p>computer [terminals and] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, modems; audio speakers; computer video control devices, namely, computer mice, [trackballs, joysticks and gamepads;] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [character recognition software; telephony management software;] electronic mail and messaging software; [telecommunications software, namely for paging;] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [Computer search engine software;] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above</p>
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U.S. Registration No.	3679056	Application Date	01/13/2009
Registration Date	09/08/2009	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	Class 009. First use: First Use: 1977/01/31 First Use In Commerce: 1977/01/31 Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting,		

	manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods; downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest
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U.S. Registration No.	2951270	Application Date	08/16/2002
Registration Date	05/17/2005	Foreign Priority Date	02/26/2002
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	Class 028. First use: Stand alone video game machines; [pinball and arcade game machines;] hand-held unit for playing electronic games; [coin-operated video games; toy computers; electronic action toys;] electronic educational game machines for children; musical toys; battery operated remote controlled toy vehicles; toys and games, namely, action figures and accessories therefore; board games; card games; playing cards]		

U.S. Registration No.	3746840	Application Date	12/15/2007
Registration Date	02/09/2010	Foreign Priority Date	06/22/2007

Word Mark	IPHONE
Design Mark	
Description of Mark	The mark consists of a design of an apple with a bite removed.
Goods/Services	<p>Class 009. First use: First Use: 2007/06/29 First Use In Commerce: 2007/06/29 Handheld mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, and for use as a handheld computer, personal digital assistant, electronic organizer, electronic notepad, and camera</p> <p>Class 028. First use: First Use: 2007/06/29 First Use In Commerce: 2007/06/29 Handheld unit for playing electronic games</p> <p>Class 038. First use: First Use: 2007/06/29 First Use In Commerce: 2007/06/29 Telecommunication access services; communication by computer; transmission of data and of information by electronic means; provision of telecommunications connections to computer databases and the Internet; electronic transmission of streamed and downloadable audio and video files via computer and other communications networks; delivery of messages by electronic transmission; provision of telecommunications connections to electronic communications networks, for transmission or reception of audio, video or multimedia content</p>

U.S. Registration No.	3359045	Application Date	04/09/2007
Registration Date	12/25/2007	Foreign Priority Date	11/13/2006
Word Mark	APPLE TV		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 2007/03/21 First Use In Commerce: 2007/03/21 Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating,</p>		

	playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content
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U.S. Registration No.	3359157	Application Date	04/11/2007
Registration Date	12/25/2007	Foreign Priority Date	NONE
Word Mark	TV		
Design Mark			
Description of Mark	The mark consists of a design of an apple with a bite removed.		
Goods/Services	Class 009. First use: First Use: 2007/03/21 First Use In Commerce: 2007/03/21 Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content		

Attachments	77172511#TMSN.jpeg (1 page)(bytes) 78430230#TMSN.jpeg (1 page)(bytes) 73162799#TMSN.jpeg (1 page)(bytes) 76426501#TMSN.gif (1 page)(bytes) 77648705#TMSN.jpeg (1 page)(bytes) 78155196#TMSN.gif (1 page)(bytes) 77976400#TMSN.jpeg (1 page)(bytes) 77152380#TMSN.jpeg (1 page)(bytes) 77154348#TMSN.jpeg (1 page)(bytes) 2012-4-17-Apple - Notice of Opposition - 85379097 - CRAPPLE.pdf (16 pages) (93310 bytes) Exhibit 1.pdf (5 pages)(4104131 bytes) Exhibit 2-3.pdf (5 pages)(152804 bytes) Exhibits 4-5 (BW).pdf (16 pages)(1351602 bytes) Exhibits 6-7 (BW).pdf (17 pages)(1613976 bytes) Exhibit 8- Revised.pdf (37 pages)(1529510 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Alicia Grahm Jones/
Name	Alicia Grahm Jones
Date	04/17/2012

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. **85/379,097**

For the mark: **CRAPPLE**

Filed: July 22, 2011

Published: December 20, 2011

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APPLE INC.,	:	
	:	Opposition No.
Opposer,	:	
	:	
v.	:	<u>NOTICE OF OPPOSITION</u>
	:	
NINJA ENTERTAINMENT	:	
HOLDINGS, LLC,	:	
	:	
Applicant.	:	
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APPLE INC. (“Opposer” or “Apple”), a corporation organized and existing under the laws of California with a principal place of business at 1 Infinite Loop, Cupertino, California 95014, believes that it will be damaged by the issuance of a registration for the trademark shown in Application Serial No. 85/379,097 for goods in Class 9, and hereby opposes the same.

As grounds for its opposition, Opposer alleges as follows, with knowledge concerning its own acts, and on information and belief as to all other matters:

1. Opposer is the world-famous designer, manufacturer, and distributor of a wide variety of goods and services, and Opposer’s APPLE brand is one of the best known brands in the world. Opposer designs, manufactures, and/or markets in interstate and international commerce, among many other things, personal computers, portable digital music players, mobile communication media devices and applications for use thereon, and a variety of related software, services, peripherals, networking solutions, and third-party digital content and applications. Opposer sells its products worldwide through its APPLE STORE[®] retail stores, online retail

platforms, and direct sales force, as well as through third-party cellular network carriers, wholesalers, retailers, and value-added resellers. Opposer also sells and delivers digital content and applications through the ITUNES STORE[®], APP STORESM, IBOOKSTORESM, and MAC APP STORE software download service stores, online stores, and direct sales force.

2. Since at least as early as 1977, Opposer has extensively promoted, marketed, advertised, distributed, and sold goods and services in connection with a family of trademarks consisting, in whole or in part, of the word APPLE and a visual equivalent of the word, to wit a logo depicting a stylized apple, as shown below:



(the “Apple Logo”).

3. Opposer’s family of APPLE-based word marks and its Apple Logo (collectively, “Opposer’s Marks”) have achieved an extraordinary level of fame and consumer recognition. As a result of Opposer’s extensive advertising, promotion, and use of Opposer’s Marks in connection with a variety of goods and services, Opposer’s Marks have acquired enormous goodwill, and have come to be identified immediately with Opposer as the source of goods and services.

4. Opposer’s Marks are famous under the Lanham Act, specifically 15 U.S.C. § 1125 *et seq.*, and are among the most valuable trademarks in the world. The extraordinary level of fame and consumer recognition that Opposer’s Marks currently enjoy cannot be seriously disputed.

5. For many years, Opposer's APPLE brand (including the Apple Logo) has consistently been recognized as one of the top brands in the United States and throughout the world. Over the past five years, Millward Brown Optimor ("MBO"), a leading market research and brand valuation and management company, has found APPLE to be one of the top 100 brands in MBO's "Brandz™ Top 100 Most Valuable Global Brands", an annual assessment of the 100 most valuable brands in the world. In MBO's 2011 rankings, Opposer's APPLE brand was ranked the most valuable brand in the world, with an estimated valued of \$153 billion. Opposer's APPLE brand was ranked 29th in 2006, 16th in 2007, 7th in 2008, 6th in 2009 rankings, and 3rd in MBO's 2010 rankings. Attached as **Exhibit 1** are copies of relevant pages of MBO's rankings in reverse chronological order from 2011 through 2008.

6. Forbes magazine, in an article entitled "The World's Most Valuable Brands," dated August 30, 2010, ranked the APPLE brand as the world's most valuable brand, with an estimated valuation of over \$57 billion. Attached as **Exhibit 2** is a printout of Forbes magazine's article obtained from its website at http://www.forbes.com/free_forbes/2010/0830/international-ibm-att-disney-apple-most-valuable-brands.html. As another example, Harris Interactive Inc., one of the world's largest market research firms, found Opposer's APPLE brand to be one of the 10 most recognized brands in the United States in its 2006 and 2007 *Harris Polls* of "best brands," which are based upon consumer responses. Attached as **Exhibit 3** is a printout of *The Harris Poll*® #71, July 17, 2007 of "Best Brands."

7. In addition, Interbrand has consistently recognized Opposer's APPLE brand as belonging in the top 50 of the world's most valuable brands, increasing in value each year. From 2010 to 2011, the APPLE brand rose nine spots in Interbrand's rankings—from 17th to 8th—and

increased in estimated brand value by 58%. Attached as **Exhibit 4** are copies of relevant pages of Interbrand's "Best Global Brands" rankings, in reverse chronological order from 2011 through 2008, as compiled by Interbrand. Interbrand has given the APPLE brand the following rankings and U.S. dollar values over the past four years:

- i. 2011: valuing the APPLE brand as the 8th most valuable brand in the world, with an estimated brand worth of U.S. \$33.492 billion.
- ii. 2010: valuing the APPLE brand as the 17th most valuable brand in the world, with an estimated brand worth of U.S. \$21.143 billion.
- iii. 2009: valuing the APPLE brand as the 20th most valuable brand in the world, with an estimated brand worth of U.S. \$15.433 billion.
- iv. 2008: valuing the APPLE brand as the 24th most valuable brand in the world, with an estimated brand worth of U.S. \$13.724 billion.

8. Opposer also has been widely recognized as an extremely valuable, innovative, and admired company. For example, a recently published Associated Press article identified Opposer as the most valuable United States company. Attached as **Exhibit 5** is a copy of the August 10, 2011 article entitled "iPad Trumps Oil: Apple is Most Valuable US Company."

9. Additionally, each year since 2006, *Fortune Magazine* has published its list of "Most Admired Companies." Opposer has featured prominently in these rankings each year, and in 2011, 2010 and 2009 was named the "World's Most Admired Company" for the year. Prior to 2009, Fortune's list was limited to "America's Most Admired Companies," and Opposer also topped this list in 2008. Attached as **Exhibit 6** are true and correct copies of printouts of relevant pages of *Fortune Magazine's* "Most Admired Company" rankings in reverse chronological order from 2011 through 2008.

10. Moreover, in 2010, 2009, and 2008, *Business Week* magazine named Opposer as the world's most innovative company in its article on "The Most Innovative Companies."



Attached as **Exhibit 7** are true and correct printouts from *Business Week's* web site naming Opposer the world's most innovative company in 2010, 2009, and 2008.


11. Opposer is the owner of numerous United States Registrations on the Principal Register for Opposer's Marks, including, without limitation, the following registrations:



TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE)
APPLE	1,078,312	March 25, 1977/ June 21, 2007	Class 9: Computers and computer programs recorded on paper and tape (April 1976)
APPLE	2,808,567	Oct. 2, 2002/ Jan. 27, 2004	Class 42: Computer consultation, design, testing, research and advisory services; research and development of computer hardware and software; maintenance and repair of computer software applications; updating of computer software; computer programming services; providing information concerning computers and computer software over computer networks and global communication networks; computer services, namely, hosting web sites and providing web site operation and management services to others; computer services, namely, providing search engines for obtaining data on computer networks and global communication networks; leasing of computers, computer peripherals and computer software (September 1980)
APPLE	3,928,818	May 3, 2007/ March 8, 2011	Class 9: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers ; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices ; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and


			<p>portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players; portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a</p>
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			<p>programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above (April 1, 1976)</p>
APPLE	3,317,089	June 4, 2004/ Oct. 23, 2007	<p>Class 9: Musical sound records; sound records featuring entertainment; sound records featuring music, musicians, documentaries, biographies, interviews, performances, reviews, drama and fiction; musical video records; video records featuring entertainment; video records featuring music, musicians, caricatures, cartoons, animation, documentaries, biographies, interviews, performances, reviews, drama and fiction; cinematographic films; musical sound recordings; musical video recordings; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, audio tapes, gramophone records, video tapes, video discs, DVDs, CD-ROMs and</p>

			interactive compact discs, all featuring or relating to music and films; digitally recorded sound and video records; downloadable musical sound and video records; downloadable sound and video records featuring or relating to music, entertainment and films (November 16, 2000)
	1,114,431	March 20, 1978/ March 6, 1979	Class 9: Computers and computer programs recorded on paper and tape. (January 1977)
	2,715,578	July 1, 2002/ May 13, 2003	Class 9: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, modems; audio speakers; computer video control devices, namely, computer mice, a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; electronic mail and messaging software; database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and

			<p>graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management. word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above (Jan. 1, 1977)</p>
	3,679,056	<p>Jan. 13, 2009/ Sept. 8, 2009</p>	<p>Class 9: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use;</p>

			headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods. downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest (January 31, 1977)
	2,951,270	Aug. 16, 2002/ May 17, 2005	Class 28: Stand alone video game machines; hand-held unit for playing electronic games; electronic educational game machines for children; musical toys (Feb. 26, 2002)
	3,746,840	Dec. 15, 2007/ Feb. 9, 2010	Class 9: Handheld mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, and for use as a handheld computer, personal digital assistant, electronic organizer, electronic notepad, and camera (June 29, 2007); Class 28: Handheld unit for playing electronic games (June 29, 2007); Class 38: Telecommunication access services; communication by computer; transmission of data and of information by electronic means; provision of telecommunications connections to computer databases and the Internet; electronic transmission of streamed and downloadable audio and video files via computer and other communications networks; delivery of messages by electronic transmission; provision of telecommunications connections to electronic communications networks, for transmission or reception of audio, video or multimedia content (June 29, 2007)
APPLE TV	3,359,045	April 9, 2007/ Dec. 25, 2007	Class 9: Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio

			and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content (March 21, 20007)
	3,359,157	April 11, 2007/ Dec. 25, 2007	Class 9: Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content (March 21, 2007)

Copies of the registration certificates and print-outs from the United States Patent and Trademark Office online database for the above-identified registrations are annexed as **Exhibit 8**.

12. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been filed and accepted pursuant to Sections 8 and 15 of the Lanham Act for Registration Nos. 1,078,312; 2,808,567; 1,114,431; and 2,715,578, rendering such registrations incontestable.

13. Notwithstanding Opposer's prior rights, and well after Opposer's Marks became famous, on July 22, 2011, applicant Ninja Entertainment Holdings, LLC ("Applicant") filed Application Serial No. 85/379,097 to register the mark CRAPPLE ("Applicant's Mark") for "audio headphones; carrying cases for electronic equipment, namely, cellular telephones; cases for mobile phones; cell phone cases; cell phone covers; cell phone faceplates; cell phones; cellular phones; cellular telephone apparatuses; cellular telephones; computer game software for personal computers and home video game consoles; computer game software for use with personal computers, home video game consoles used with televisions and arcade-based video game consoles; earphones and headphones; electronic device to charge and secure tablet PCs;

handheld personal computers; headphones; headphones including attached lanyard; loudspeakers, headphones, microphones and CD players; music headphones; personal computers; personal headphones for sound transmitting apparatuses; personal headphones for use with sound transmitting systems; stereo headphones” in Class 9 (the “Opposed Goods”).

14. Opposer is timely filing this Notice of Opposition.

15. There is no issue as to priority. Opposer began using Opposer’s Marks in commerce at least as early as 1976, well prior to the September 18, 2010 filing date of Applicant’s intent-to-use based application.

16. Consumers familiar with the sorts of goods and services long offered by Opposer in connection with Opposer’s Marks, including without limitation personal and mobile electronics including handheld computing and communication devices, accessories for handheld computing and communication devices, audio equipment and accessories, and computer software, are likely to assume that the Opposed Goods offered under Applicant’s Mark originate from the same source or that the Opposed Goods are licensed or associated with Opposer. Specifically, Applicant’s Mark incorporates Opposer’s APPLE mark in its entirety and only adds the letters “CR.” Viewed as a whole, Applicant’s Mark is very similar to Opposer’s Marks in appearance, sound, connotation, and overall commercial impression. Consumers encountering Applicant’s Mark, particularly in connection with the Opposed Goods, are likely to associate the mark with Opposer.

17. The Opposed Goods are identical and/or very closely related to goods and services Opposer has long offered and provided in connection with Opposer’s Marks, and for which Opposer owns existing registrations of Opposer’s Marks. The Opposed Goods include personal and mobile electronics including handheld computing and communication devices,

accessories for handheld computing and communication devices, audio equipment and accessories, and computer software, goods with which Opposer is famously associated and which Opposer offers under Opposer's Marks.

18. Accordingly, Applicant's Mark so closely resembles Opposer's Marks that Applicant's use of Applicant's Mark in connection with the Opposed Goods is likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of the Opposed Goods in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d), with consequent injury to Opposer and the public.

19. If Applicant is permitted to register Applicant's Mark in connection with the Opposed Goods, consumer confusion resulting in damage and injury to Opposer would be caused and would result by reason of the similarity between Applicant's Mark and Opposer's Marks. Furthermore, any defect, objection, or fault found with the Opposed Goods marketed under Applicant's Mark would necessarily reflect upon and seriously injure the reputation which Opposer has established for its goods and services.

20. Registration of Applicant's Marks is also likely to cause dilution of the distinctiveness of the famous Opposer's Marks by eroding consumers' exclusive identification of Opposer's Marks with Opposer, and otherwise lessening the capacity of Opposer's Marks to identify and distinguish the goods and services of Opposer, in violation of Section 43(C)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

21. Specifically, Applicant's Marks are likely to cause dilution by blurring of the famous Opposer's Marks based on a number of relevant considerations, including, without limitation:

(a) Applicant's Marks are similar to Opposer's Marks in that Applicant's CRAPPLE mark incorporates Apple's APPLE mark in its entirety, only adding the initial letters "CR";

(b) Opposer's Marks are inherently distinctive in relation to Opposer's goods and services and also have acquired distinctiveness due to extensive use and promotion;

(c) Opposer has engaged in substantially exclusive use of Opposer's Marks in connection with Opposer's goods and services;

(d) Opposer's Marks are widely recognized by the general consuming public; and

(e) On information and belief, Applicant's CRAPPLE mark is intended to create an association with Opposer's Marks.

22. On information and belief, Applicant has combined a vulgar term with Opposer's famous APPLE mark to create Applicant's Mark. Consumers encountering Applicant's Mark in the marketplace might believe that Opposer and/or Opposer's goods and services are of poor or inferior quality. Because of the negative and offensive connotation created by Applicant's use of a vulgar term with Opposer's famous APPLE mark, registration of Applicant's Mark also is likely to cause dilution of Opposer's Marks by tarnishing the reputation of the famous Opposer's Marks, in violation of Section 43(C)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

23. In addition, by incorporating a vulgar term, Applicant's Mark consists of or comprises immoral, deceptive, or scandalous matter and therefore must be refused registration pursuant to 15 U.S.C. § 1052(a).

24. If Applicant is granted the registration herein opposed, it would thereby obtain a *prima facie* exclusive right to the use of Applicant's Mark in connection with the Opposed Goods. Such registration would be a source of damage and injury to Opposer.

WHEREFORE, Opposer requests that this opposition be sustained and that the registration of Application Serial No. 85/379,097 in connection with the Opposed Goods be denied.

The opposition fee in the amount of \$300.00 for an opposition in one class is filed herewith. If for any reason this amount is insufficient, it is requested that Opposer's attorneys' Deposit Account No. 11-0855 be charged with any deficiency. This paper is filed electronically.

Dated: Atlanta, Georgia
April 17, 2011

Respectfully submitted,

**KILPATRICK TOWNSEND &
STOCKTON LLP**

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Attorneys for Opposer Apple Inc.

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the Matter of Application Serial No. **85/379,097**

For the mark: **CRAPPLE**

Filed: July 22, 2011

Published: December 20, 2011

-----X		
APPLE INC.,	:	
	:	Opposition No.
Opposer,	:	
	:	
v.	:	<u>NOTICE OF OPPOSITION</u>
	:	
NINJA ENTERTAINMENT	:	
HOLDINGS, LLC,	:	
	:	
Applicant.	:	
-----X		

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, April 17, 2012.

/s/Allison Scott Roach
Allison Scott Roach

CERTIFICATE OF SERVICE

This is to certify that a copy of the foregoing NOTICE OF OPPOSITION has been served on Applicant by depositing said copy with the United States Postal Service as First Class Mail, postage prepaid, in envelopes addressed to:



















































Daniel Kelman
3629 212th Street
Bayside, New York 11361-2048

This the 17th day of April, 2012.

/s/Allison Scott Roach
Allison Scott Roach

EXHIBIT 1

BrandZ Top 100 Most Valuable Global Brands 2011



















































#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
1		153,285	84%	26		24,312	23%
2		111,498	-2%	27		24,198	11%
3		100,849	17%	28		22,587	-4%
4		81,016	23%	29		22,555	141%
5		78,243	2%	30		22,425	3%
6		73,752	8%	31		21,834	-15%
7		69,916	N/A	32		19,782	-4%
8		67,522	18%	33		19,542	N/A
9		57,326	9%	34		19,350	11%
10		50,318	12%	35		19,102	246%
11		44,440	1%	36		17,597	N/A
12		43,647	-2%	37		17,530	-20%
13		42,828	N/A	38		17,290	15%
14		37,628	37%	39		17,182	3%
15		37,277	-5%	40		17,115	23%
16		36,876	97%	41		16,973	10%
17		35,737	35%	42		16,931	19%
18		35,404	-11%	43		16,909	N/A
19		29,774	N/A	44		16,314	-2%
20		28,553	15%	45		15,952	0%
21		27,249	N/A	46		15,719	11%
22		26,948	9%	47		15,674	17%
23		26,078	7%	48		15,449	19%
24		25,524	22%	49		15,427	5%
25		24,623	-20%	50		15,344	12%

*The Brand Value of Coca-Cola includes Lites, Diets and Zero

**Deutsche Telekom is in the process of re-branding its business to 'T', which incorporates T-Mobile, T-Home and T-Systems

***The Brand Value of Budweiser includes Bud Light

****The Brand Value of Pepsi includes Lites, Diets and Zero

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
51		15,168	0%	76		11,558	7%
52		15,131	N/A	77		11,363	-37%
53		14,900	3%	78		11,291	-19%
54		14,306	19%	79		11,147	-37%
55		14,258	0%	80		10,883	12%
56		14,182	-1%	81		10,735	-28%
57		13,917	10%	82		10,731	15%
58		13,904	-2%	83		10,540	N/A
59		13,754	-8%	84		10,525	26%
60		13,543	16%	85		10,443	19%
61		13,421	39%	86		10,335	15%
62		13,006	7%	87		10,076	N/A
63		12,931	1%	88		10,072	17%
64		12,542	-27%	89		9,877	10%
65		12,471	3%	90		9,600	29%
66		12,413	3%	91		9,587	N/A
67		12,160	7%	92		9,358	-43%
68		12,083	-3%	93		9,263	4%
69		12,033	45%	94		9,251	6%
70		11,998	29%	95		8,838	21%
71		11,917	41%	96		8,760	4%
72		11,901	40%	97		8,668	5%
73		11,759	25%	98		8,600	15%
74		11,694	N/A	99		8,535	N/A
75		11,609	N/A	100		8,439	-9%

*****The Brand Value of Nintendo includes Wii and Nintendo DS



















































*****The Brand Value of Sony includes Playstation 2 and 3, as well as PSP

Source: Millward Brown Optimor (including data from BrandZ, Kantar Worldpanel and Bloomberg)



















































THE TOP 100

TOP 100 Most Valuable Global Brands 2010				
#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	
1		114,260	14%	
2		86,383	30%	
3		83,153	32%	
4		76,344	0%	
5		67,983	1%	
6		66,005	-1%	
7		57,047	15%	
8		52,616	-14%	
9		45,054	-25%	
10		44,404	-17%	
11		43,927	15%	
12		39,717	48%	
13		39,421	-4%	
14		30,708	12%	
15		27,459	29%	
16		26,492	-5%	
17		25,741	12%	
18		24,883	52%	
19		24,817	16%	
20		24,675	39%	
21		24,291	3%	
22		23,714	18%	
23		23,408	23%	
24		21,960	4%	
25		21,816	-9%	
26		21,769	-27%	
27		20,929	-8%	
28		20,663	-10%	
29		19,781	2%	
30		18,746	16%	
31		18,012	12%	
32		17,834	-2%	
33		17,434	-8%	
34		17,283	N/A	
35		16,719	-7%	
36		16,608	12%	
37		16,393	6%	
38		15,991	20%	
39		15,476	N/A	
40		15,112	N/A	
41		15,000	-35%	
42		14,980	0%	
43		14,866	-58%	
44		14,734	-2%	
45		14,454	N/A	
46		14,303	-2%	
47		14,224	15%	
48		14,210	-38%	
49		14,129	-6%	
50		14,018	6%	

*The Brand Value of Coca-Cola includes Lites, Diets and Zero
 ** The Brand Value of Nintendo includes Wii and Nintendo DS
 *** The Brand Value of Budweiser includes Bud Light
 **** The Brand Value of Pepsi includes Lites, Diets and Zero
 ***** The Brand Value of Red Bull includes sugar-free and Cola
 ***** The Brand Value of Starbucks includes stores as well as coffee sold at the supermarket
 ***** Brand Value includes Playstation 2 and 3, as well as PSP
 Source: Millward Brown Optimor (including data from BrandZ, Datamonitor and Bloomberg)


































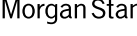
















#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	
51		13,935	N/A	
52		13,912	-7%	
53		13,736	-11%	
54		13,403	-8%	
55		13,010	20%	
56		12,977	3%	
57		12,969	-18%	
58		12,752	-15%	
59		12,597	5%	
60		12,434	14%	
61		12,426	17%	
62		12,148	-1%	
63		12,131	1%	
64		12,032	9%	
65		12,021	-31%	
66		11,938	-23%	
67		11,659	57%	
68		11,351	80%	
69		10,850	NA	
70		10,593	23%	
71		10,274	-7%	
72		9,723	6%	
73		9,675	N/A	
74		9,418	-1%	
75		9,356	62%	
76		9,328	-28%	
77		9,293	-31%	
78		9,283	25%	
79		9,201	-15%	
80		8,986	4%	
81		8,971	-3%	
82		8,917	9%	
83		8,747	1%	
84		8,607	-16%	
85		8,490	17%	
86		8,457	8%	
87		8,383	20%	
88		8,377	N/A	
89		8,327	1%	
90		8,236	2%	
91		8,214	19%	
92		8,160	-8%	
93		8,159	4%	
94		8,147	30%	
95		8,003	18%	
96		7,848	NA	
97		7,588	2%	
98		7,450	13%	
99		7,293	-16%	
100		7,280	14%	

THE TOP 100

TOP 100 Most Valuable Global Brands 2009							
#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
1		100,039	16%	26		21,294	85%
2		76,249	8%	27		21,192	9%
3		67,625	16%	28		20,059	67%
4		66,622	20%	29		19,395	5%
5		66,575	34%	30		19,079	3%
6		63,113	14%	31		18,945	N/A
7		61,283	7%	32		18,233	N/A
8		59,793	-16%	33		17,965	-25%
9		53,727	45%	34		17,713	-8%
10		49,460	33%	35		17,467	-20%
11		41,083	19%	36		16,353	N/A
12		38,056	36%	37		16,228	-34%
13		35,163	-20%	38		16,035	10%
14		29,907	-15%	39		15,776	5%
15		27,842	-9%	40		15,499	-14%
16		27,478	100%	41		15,480	-53%
17		26,745	-9%	42		15,422	1%
18		23,948	-15%	43		15,076	7%
19		23,615	9%	44		14,996	-3%
20		23,110	-3%	45		14,991	-9%
21		22,938	-1%	46		14,963	-40%
22		22,919	6%	47		14,961	-1%
23		22,851	4%	48		14,894	-22%
24		22,811	16%	49		14,608	-52%
25		21,438	-6%	50		14,571	-12%

* The brand value of Coca-Cola includes Diet Coke, Coke Light and Coke Zero
** The brand value of Pepsi includes Diet Pepsi and Pepsi
*** Budweiser's value includes both Bud Light and Bud
****ING value includes ING Bank and ING Insurance
Source: Millward Brown Optimor (including data from BrandZ, Datamonitor, and Bloomberg)



#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
51		13,562	-8%	76		8,609	-1%
52		13,292	23%	77		8,601	36%
53		13,242	-6%	78		8,219	20%
54		12,970	16%	79		8,154	N/A
55		12,549	33%	80		8,052	168%
56		12,396	17%	81		7,927	-31%
57		12,254	-17%	82		7,862	13%
58		12,061	8%	83		7,852	-20%
59		11,999	-4%	84		7,777	-8%
60		10,997	6%	85		7,512	-18%
61		10,991	N/A	86		7,468	15%
62		10,911	34%	87		7,427	7%
63		10,864	22%	88		7,415	-38%
64		10,841	N/A	89		7,260	-40%
65		10,586	48%	90		6,992	-5%
66		10,582	-17%	91		6,922	-27%
67		10,206	-13%	92		6,765	-40%
68		9,719	19%	93		6,743	-55%
69		9,491	-17%	94		6,721	10%
70		9,280	-40%	95		6,713	-21%
71		9,189	14%	96		6,572	24%
72		8,884	N/A	97		6,571	-17%
73		8,779	-29%	98		6,565	N/A
74		8,638	49%	99		6,409	-19%
75		8,631	20%	100		6,394	N/A

Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
1	Google	86,057	30%
2	GE (General Electric)	71,379	15%
3	Microsoft	70,887	29%
4	Coca-Cola (1)	58,208	17%
5	China Mobile	57,225	39%
6	IBM	55,335	65%
7	Apple	55,206	123%
8	McDonald's	49,499	49%
9	Nokia	43,975	39%
10	Marlboro	37,324	-5%
11	Vodafone	36,962	75%
12	Toyota	35,134	5%
13	Wal-Mart	34,547	-6%
14	Bank of America	33,092	15%
15	Citi	30,318	-10%
16	HP	29,278	17%
17	BMW	28,015	9%
18	ICBC	28,004	70%
19	Louis Vuitton	25,739	13%
20	American Express	24,816	7%
21	Wells Fargo	24,739	2%
22	Cisco	24,101	28%
23	Disney	23,705	5%
24	UPS	23,610	-4%
25	Tesco	23,208	39%
26	Oracle	22,904	29%
27	Intel	22,027	18%
28	Porsche	21,718	62%
29	SAP	21,669	20%
30	Gillette	21,523	20%
31	China Construction Bank	19,603	82%
32	Bank of China	19,418	42%
33	Verizon Wireless	19,202	18%
34	Royal Bank of Canada	18,995	39%
35	HSBC	18,479	6%
36	Mercedes	18,044	1%

EXHIBIT 2

"T. Rowe Price comes out on top" of the 30 largest fund companies. —Morningstar, June 2010

In addition, Morningstar has given over 45 of our funds a rating of 4 or 5 stars. [Click to expand and browse the funds.](#)



International

The World's Most Valuable Brands

Kurt Badenhausen, 08.30.10

It will take more than an antenna problem on the iPhone 4 to destroy the value of Apple's brand. The company topped our ranking of the world's most valuable brands. Worth \$57.4 billion by our calculation, Apple's brand squeaked by longtime nemesis Microsoft, worth \$56.6 billion. Google came in fifth with \$39.7 billion.

Apple shows how a brand can survive and thrive even when a parent company stumbles. Apple's sales plummeted 46% over a four-year stretch in the late 1990s. The stock was trading for less than \$4 (split-adjusted) in 1997 before cofounder Steve Jobs, who had been ousted, rejoined the company. The following year Apple released the iMac and has gone from one consumer success to another ever since. Revenue over the past 12 months was \$57 billion, net income \$12 billion.

To identify the world's most valuable brands, we looked at more than 100 with leadership positions in their industries. With help from Jeffrey Parkhurst, managing director of business strategy at Mindshare, a WPP-owned media agency, we valued the brands by looking at brand earnings over the past three years, subtracting a charge for the capital employed and then taking a percentage of earnings based on the role brands play in each industry. We applied the average price-to-earnings multiple of the parent company to the net brand earnings number to arrive at a brand value. You can find more details and the full list of 50 brands at www.forbes.com/cmo-network.

Tech brands make a big showing on the list with 30% of the top 50. U.S. brands dominate. While most large economies saw output decline in 2009, the brands on our list fared a little better, with sales, on average, flat in 2009. Some brands were hit hard by the economic downturn as well as by their own missteps.

The No. 11-ranked Toyota, worth \$24.1 billion, has been troubled over the past year by recalls covering 10 million vehicles. "Toyota always promoted quality, and then [the recalls showed] they delivered exactly the opposite," says Mindshare's Parkhurst, who argues the fallout would not have been as bad if Toyota's brand promise all these years had to do with, say, horsepower. Barring any more big setbacks, Parkhurst says, Toyota can bounce back over the next two years as the backlash against the brand has already ebbed. The public is figuring out that the tales of unintended acceleration are, for the most part, balderdash.

Special Offer: Free Trial Issue of Forbes

EXHIBIT 3

Coca Cola On Top For First Time In Annual 'Best Brands' Harris Poll*After Seven Years At Number One, Sony Drops To Second*

ROCHESTER, N.Y. – July 17, 2007 – Coca Cola continues its rise as it moves into the top position of the annual Harris Poll of “best brands” for the first time and rises from No. 3 last year. Sony, which had been in the top position for seven straight years, drops one spot to No. 2, while Toyota, previously in the fourth position, moves up to No. 3. Dell, which had been in the second spot last year drops two spots to No. 4 this year.

These are some of the results of a nationwide Harris Poll of 2,372 U.S. adults surveyed online by Harris Interactive® between June 5 and 11, 2007. Survey responses were unaided and a list of brand names was not presented to respondents. The results from this survey cannot be compared to results of the Harris Interactive 2007 EquiTrend Brand Study results, as the methodologies for the surveys differ¹.

The other places on the top-10 list of best brands are taken by Ford (No. 5), Kraft Foods (No. 6), Pepsi Cola (No. 7), Microsoft (No. 8), Apple (No. 9) and Honda (No. 10). Two brands dropped out of this list this year, Hewlett Packard (was No. 7) and General Electric (No. 8).

“Top of mind association with being “best” is a good position for any brand,” said Robert Fronk, Senior Vice President, Brand and Strategy Consulting, Harris Interactive. “For a truly successful brand relationship though, the objective is not just awareness, but to foster the ongoing process and outcome of brand engagement, which requires more custom and sophisticated measures based upon the interaction of the brand and its desired audience.”

Analysis By Industry

Three industries are represented on this year's list. Four of the companies are from the Electronics industry, while three are each from Autos and Consumer and Package Goods.

Changes Since Last Year

Most of the brands in this year's Top 10 list have not moved up or down substantially. The most notable changes are Honda, falling from No. 6 to No. 10 and Kraft Foods which rose from No. 9 to No. 6.

A Decade Ago...

One interesting thing to note is the changes from 1997 and what a difference ten years makes. Only four of this year's top ten brands were on the list back then: Ford (which was No. 1), Sony (which was No. 3), Coca-Cola (which was No. 7) and Pepsi Cola (which was No. 10).

¹ The 2007 EquiTrend Brand Study can be found at <http://www.harrisinteractive.com/news/allnewsbydate.asp?NewsID=1232>

TABLE 1
BEST BRANDS

“We would like you to think about brands or names of products and services you know. Considering everything,
which three brands do you consider the best?”
(All three replies combined)

Base: All Adults

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Coca-Cola	*	8	7	7	*	*	6	5	7	2	4	3	1
Sony	3	1	3	1	2	1	1	1	1	1	1	1	2
Toyota	*	=10	*	6	=6	=7	4	*	*	5	6	4	3
Dell	*	*	*	*	*	5	*	2	3	3	2	2	4
Ford	2	3	1	3	1	4	2	3	6	6	5	5	5
Kraft Foods	*	*	*	*	*	*	*	4	2	4	3	9	6
Pepsi Cola	*	*	10	*	*	*	*	7	=10	*	*	*	7
Microsoft	*	*	*	=8	6	*	7	*	5	*	=10	*	8
Apple	*	*	*	*	*	*	*	*	*	*	*	10	9
Honda	*	*	*	*	*	*	*	9	*	7	=7	6	10

Note: These are spontaneous replies. Respondents are not read or shown a list of brand names.

* Not in Top 10.

BRANDS THAT DROPPED OUT OF TOP-10 THIS YEAR

Hewlett Packard (was No. 7) and General Electric (was No. 8)

TABLE 2
NUMBER OF INDUSTRIES REPRESENTED IN THE TOP-TEN LIST

	2001	2002	2003	2004	2005	2006	2007
Electronics*	5	3	4	3	5	5	4
Automobiles	3	3	2	4	4	3	3
Consumer & packaged goods	2	3	4	3	2	2	3

* Includes Microsoft

Methodology

This Harris Poll® was conducted online within the United States between June 5 and 11, 2007 among 2,372 adults. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

These statements conform to the principles of disclosure of the National Council on Public Polls.

The Harris Poll® #71, July 17, 2007

By Regina Corso, Director, *The Harris Poll®*, Harris Interactive

EXHIBIT 4

BEST GLOBAL BRANDS 2011

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PREVIOUS YEARS

2011 ranking
2010 ranking
2009 ranking
2008 ranking
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2006 ranking
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2002 ranking
2001 ranking

BEST GLOBAL BRANDS 2011:
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PRESS & MEDIA

 Karen Burke
Global Chief

2011 Ranking of the Top 100 Brands

[Print](#)

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
	1	1		United States	Beverages	71,861	2%
	2	2		United States	Business Services	69,905	8%
	3	3		United States	Computer Software	59,087	-3%
	4	4		United States	Internet Services	55,317	27%
	5	5		United States	Diversified	42,808	0%
	6	6		United States	Restaurants	35,593	6%
	7	7		United States	Electronics	35,217	10%
	8	17		United States	Electronics	33,492	58%
	9	9		United States	Media	29,018	1%
	10	10		United States	Electronics	28,479	6%
	11	11		Japan	Automotive	27,764	6%
	12	12		Germany	Automotive	27,445	9%
	13	14		United States	Business Services	25,309	9%
	14	8		Finland	Electronics	25,071	-15%
	15	15		Germany	Automotive	24,554	10%
	16	13		United States	FMCG	23,997	3%
	17	19		South Korea	Electronics	23,430	20%
	18	16		France	Luxury	23,172	6%
	19	20		Japan	Automotive	19,431	5%
	20	22		United States	Business Services	17,262	16%
	21	21		Sweden	Apparel	16,459	2%
	22	23		United States	Beverages	14,590	4%
	23	24		United States	Financial Services	14,572	5%
	24	26		Germany	Business Services	14,542	14%
	25	25		United States	Sporting Goods	14,528	6%
	26	36		United States	Internet Services	12,758	32%

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




























TOP 100
BEST GLOBAL
BRAND 2011

Interbrand






























BEST GLOBAL GREEN BRANDS


Which brands lead when it
comes to the environment.
Find out in our Best Global
Green Brands report.

BEST GLOBAL
GREEN BRANDS
Interbrand

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
+	27	31		United States	Transportation	12,536	6%
+	28	29		United States	Financial Services	12,437	1%
+	29	30		United States	Alcohol	12,252	0%
+	30	27		Switzerland	Beverages	12,115	-5%
+	31	28		Sweden	Home Furnishings	11,863	-5%
+	32	32		United Kingdom	Financial Services	11,792	2%
+	33	33		Japan	Electronics	11,715	2%
+	34	35		United States	FMCG	11,372	3%
+	35	34		Japan	Electronics	9,880	-13%
+	36	43		United States	Internet Services	9,805	16%
+	37	39		Canada	Media	9,515	6%
+	38	37		United States	Financial Services	9,091	-3%
+	39	44		Italy	Luxury	8,763	5%
+	40	45		France	FMCG	8,699	9%
+	41	42		Netherlands	Electronics	8,658	0%
+	42	40		United States	Financial Services	8,620	-3%
+	43	41		United States	Electronics	8,347	-6%
+	44	48		Spain	Apparel	8,065	8%
+	45	47		United States	Business Services	8,005	7%
+	46	49		Germany	Diversified	7,900	8%
+	47	53		Germany	Automotive	7,857	14%
+	48	38		Japan	Electronics	7,731	-14%
+	49	46		United States	FMCG	7,609	1%
+	50	50		United States	Automotive	7,483	4%
+	51	51		United States	FMCG	7,127	3%
+	52	58		France	FMCG	6,936	9%
+	53	56		France	Financial Services	6,694	0%
+	54	52		United States	Financial Services	6,634	-4%
+	55	57		Switzerland	FMCG	6,613	1%
+	56	54		Canada	Electronics	6,424	-5%

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value	ABOUT US Interbrand Interbrand Companies InterbrandHealth Interbrand Design Forum BrandWizard Interbrand Foundation OUR WORK By Client By Discipline Analytics Brand Strategy Brand Valuation Corporate Design Digital Strategy Digital Brand Management Health Internal Brand Engagement Naming Packaging Design Retail Verbal Identity KNOWLEDGE Branding Studies Papers & Articles Blog Books Brandchannel IQ BEST GLOBAL BRANDS 2011 Report 2010 Report Previous Years Methodology Best Global Green Brands NEWS ROOM Press Releases In the News Awards & Recognition OFFICES Our Local Offices Contact Form
+	57	59	XEROX	United States	Electronics	6,414	5%	
+	58	55	TV	United States	Media	6,383	-5%	
+	59	63	audi	Germany	Automotive	6,171	13%	
+	60	62	adidas	Germany	Sporting Goods	6,154	12%	
+	61	65	HYUNDAI	South Korea	Automotive	6,005	19%	
+	62	60	KFC	United States	Restaurants	5,902	1%	
+	63	61	Sprite	United States	Beverages	5,604	-3%	
+	64	70	PATERPILLAR	United States	Diversified	5,598	19%	
+	65	64	AVON	United States	FMCG	5,376	6%	
+	66	69	HERMES	France	Luxury	5,356	12%	
+	67	67	Allianz	Germany	Financial Services	5,345	9%	
+	68	68	Santander	Spain	Financial Services	5,088	5%	
+	69	73	Panasonic	Japan	Electronics	5,047	16%	
+	70	77	Cartier	France	Luxury	4,781	18%	
+	71	71	Kleenex	United States	FMCG	4,672	3%	
+	72	72	Porsche	Germany	Automotive	4,580	4%	
+	73	76	BREYER & CO	United States	Luxury	4,498	9%	
+	74	81	Shell	Netherlands	Energy	4,483	12%	
+	75	82	VISA	United States	Financial Services	4,478	12%	
+	76	66	YAHOO!	United States	Internet Services	4,413	-11%	
+	77	79	MOËT & CHANDON	France	Alcohol	4,383	9%	
+	78	78	JACK DANIEL'S	United States	Alcohol	4,319	7%	
+	79	74	BARCLAYS	United Kingdom	Financial Services	4,259	1%	
+	80	88	Adobe	United States	Computer Software	4,170	15%	
+	81	83	Pizza Hut	United States	Restaurants	4,092	3%	
+	82	80	Credit Suisse	Switzerland	Financial Services	4,090	2%	
+	83	75	Johnson & Johnson	United States	FMCG	4,072	-2%	
+	84	84	GAP	United States	Apparel	4,040	2%	
+	85	90	3M	United States	Diversified	3,945	10%	
+	86	85	Corona Extra	Mexico	Alcohol	3,924	2%	

	Rank	Previous Rank	Brand	Region/Country	Sector	Brand Value (\$m)	Change in Brand Value
	87	87		Germany	FMCG	3,883	4%
	88	92		United Kingdom	Alcohol	3,842	8%
	89	89		United Kingdom	Alcohol	3,841	6%
	90	NEW		Japan	Automotive	3,819	N/A
	91	93		Netherlands	Alcohol	3,809	8%
	92	86		Switzerland	Financial Services	3,799	0%
	93	95		Italy	Luxury	3,794	10%
	94	94		Switzerland	Financial Services	3,769	8%
	95	100		United Kingdom	Luxury	3,732	20%
	96	97		United States	Restaurants	3,663	10%
	97	NEW		United States	Diversified	3,651	N/A
	98	NEW		Taiwan	Electronics	3,605	N/A
	99	91		Italy	Automotive	3,591	1%
	100	98		United States	Automotive	3,512	7%

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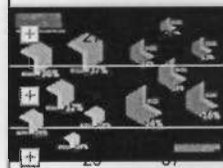
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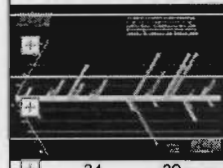
	Rank	Previous Rank	Brand	Country of Origin	Sector	Brand Value (\$m)	Change in Brand Value
+	1	1	Coca-Cola	United States	Beverages	70,452	2%
+	2	2	IBM	United States	Business Services	64,727	7%
+	3	3	Microsoft	United States	Computer Software	60,895	7%
+	4	7	Google	United States	Internet Services	43,557	36%
+	5	4	GE	United States	Diversified	42,808	-10%
+	6	6	McDonald's	United States	Restaurants	33,578	4%
+	7	9	Intel	United States	Electronics	32,015	4%
+	8	5	Nokia	Finland	Electronics	29,495	-15%
+	9	10	Disney	United States	Media	28,731	1%
+	10	11	HP	United States	Electronics	26,867	12%
+	11	8	Toyota	Japan	Automotive	26,192	-16%
+	12	12	Mercedes-Benz	Germany	Automotive	25,179	6%
+	13	13	Gillette	United States	FMCG	23,298	2%
+	14	14	Cisco	United States	Business Services	23,219	5%
+	15	15	Bosch	Germany	Automotive	22,322	3%
+	16	16	Louis Vuitton	France	Luxury	21,860	4%
+	17	20	Apple	United States	Electronics	21,143	37%
+	18	17	Marlboro	United States	Tobacco	19,961	5%
+	19	19	Samsung	South Korea	Electronics	19,491	11%
+	20	18	Honda	Japan	Automotive	18,506	4%
+	21	21	H&M	Sweden	Apparel	16,136	5%
+	22	24	Oracle	United States	Business Services	14,881	9%
+	23	23	Pepsi	United States	Beverages	14,061	3%

CHARTS & GRAPHS

24 22
TOP RISERS & FALLERS
See which 25 brands
experienced the biggest
change in brand value in
2010. 26 27



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30 30
Find out which sectors
performed best from 2008
to 2010. 31 31



PREVIOUS YEARS

2010 ranking
2009 ranking
2008 ranking
2007 ranking
2006 ranking
2005 ranking
2004 ranking
2003 ranking
2002 ranking
2001 ranking

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Are you a Best Global Brand? Contact Lisa Kline for the BGB badge and guidelines for usage.

**TOP 100
BEST GLOBAL
BRAND 2010**

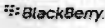










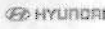

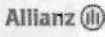





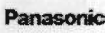
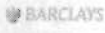
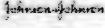
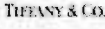
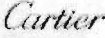

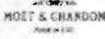



Interbrand

PRESS & MEDIA

Lisa Kline
+1 212-798-7647

Lindsay Beltzer
+1 212 798-7786

	United States	Financial Services	13,944	-7%
	United States	Sporting Goods	13,706	4%
	Germany	Business Services	12,756	5%
	Switzerland	Beverages	12,753	-4%
	Sweden	Home Furnishings	12,487	4%
	United States	Financial Services	12,314	29%
	United States	Alcohol	12,252	4%
	United States	Transportation	11,826	2%
	United Kingdom	Financial Services	11,561	10%
	Japan	Electronics	11,485	10%
	Japan	Electronics	11,356	-5%
	United States	FMCG	11,041	6%
	United States	Internet Services	9,665	23%
	United States	Financial Services	9,372	1%
	Japan	Electronics	8,990	-2%
	Canada	Media	8,976	6%
	United States	Financial Services	8,887	-13%
	United States	Electronics	8,880	-14%
	Netherlands	Electronics	8,696	7%
	United States	Internet Services	8,453	15%
	Italy	Luxury	8,346	2%
	France	FMCG	7,981	3%
	United States	FMCG	7,534	4%
	United States	Business Services	7,481	-3%
	Spain	Apparel	7,468	10%
	Germany	Diversified	7,315	0%
	United States	Automotive	7,195	3%
	United States	FMCG	6,919	6%
	United States	Financial Services	6,911	8%
	Germany	Automotive	6,892	6%

+	54	63	 BlackBerry	Canada	Electronics	6,762	32%
+	55	54	 MTV	United States	Media	6,719	3%
+	56	53	 AXA	France	Financial Services	6,694	3%
+	57	58	 Nestlé	Switzerland	FMCG	6,548	4%
+	58	60	 DANONE	France	FMCG	6,363	7%
+	59	56	 xerox	United States	Electronics	6,109	-5%
+	60	61	 KFC	United States	Restaurants	5,844	2%
+	61	N/A	 Sprite	United States	Beverages	5,777	0%
+	62	62	 adidas	Germany	Sporting Goods	5,495	2%
+	63	65	 Audi	Germany	Automotive	5,461	9%
+	64	67	 AVON	United States	FMCG	5,072	3%
+	65	69	 HYUNDAI	South Korea	Automotive	5,033	9%
+	66	64	 YAHOO!	United States	Internet Services	4,958	-3%
+	67	81	 Allianz	Germany	Financial Services	4,904	28%
+	68	N/A	 Santander	Spain	Financial Services	4,846	0%
+	69	70	 HERMÈS PARIS	France	Luxury	4,782	4%
+	70	66	 CATERPILLAR	United States	Diversified	4,704	-6%
+	71	71	 Kleenex	United States	FMCG	4,536	3%
+	72	74	 Porsche	Germany	Automotive	4,404	4%
+	73	75	 Panasonic	Japan	Electronics	4,351	3%
+	74	N/A	 BARCLAYS	United Kingdom	Financial Services	4,218	0%
+	75	80	 Johnson & Johnson	United States	FMCG	4,155	8%
+	76	76	 TIFFANY & CO.	United States	Luxury	4,127	3%
+	77	77	 Cartier	France	Luxury	4,052	2%
+	78	N/A	 JACK DANIEL'S	United States	Alcohol	4,036	0%
+	79	82	 MOËT & CHANDON MAISON FONDÉE EN 1764	France	Alcohol	4,021	7%
+	80	N/A	 CREDIT SUISSE	Switzerland	Financial Services	4,010	0%
+	81	92	 Shell	Netherlands	Energy	4,003	24%
+	82	94	 VISA	United States	Financial Services	3,998	26%

	83	79		United States	Restaurants	3,973	2%
	84	78		United States	Apparel	3,961	1%
	85	N/A		Mexico	Alcohol	3,847	0%
	86	72		Switzerland	Financial Services	3,812	-13%
	87	86		Germany	FMCG	3,734	5%
	88	95		United States	Computer Software	3,626	15%
	89	84		United Kingdom	Alcohol	3,624	-2%
	90	N/A		United States	Diversified	3,586	0%
	91	88		Italy	Automotive	3,562	1%
	92	N/A		United Kingdom	Alcohol	3,557	0%
	93	N/A		Netherlands	Alcohol	3,516	0%
	94	N/A		Switzerland	Financial Services	3,496	0%
	95	89		Italy	Luxury	3,443	4%
	96	91		France	FMCG	3,403	5%
	97	90		United States	Restaurants	3,339	2%
	98	73		United States	Automotive	3,281	-24%
	99	100		United States	FMCG	3,241	5%
	100	98		United Kingdom	Luxury	3,110	0%

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Read about our method for valuing brands

PREVIOUS YEARS

- 2009 ranking (takes time to load)
- 2008 ranking (takes time to load)
- 2007 ranking
- 2006 ranking
- 2005 ranking
- 2004 ranking
- 2003 ranking
- 2002 ranking
- 2001 ranking























MEDIA & GENERAL INQUIRIES



































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Group Communications Manager
Tel: + 1 212 798 7646

BEST GLOBAL BRANDS

2009 rankings

Contract All | Expand All | Print

2009 Rank	2008 Rank	Brand	Country of Origin	Sector	2009 Brand Value (\$m)	Change in Brand Value	
1	1		United States	Beverages	68,734	3%	
2	2		United States	Computer Services	60,211	2%	
3	3		United States	Computer Software	56,647	-4%	
4	4		United States	Diversified	47,777	-10%	
5	5		Finland	Consumer Electronics	34,864	-3%	
6	8		United States	Restaurants	32,275	4%	
7	10		United States	Internet Services	31,980	25%	
8	6		Japan	Automotive	31,330	-8%	
9	7		United States	Computer Hardware	30,636	-2%	
10	9		United States	Media	28,447	-3%	
11	12		United States	Computer Hardware	24,096	2%	

12	11		Germany	Automotive	23,867	-7%	
13	14		United States	Personal Care	22,841	4%	
14	17		United States	Computer Services	22,030	3%	
15	13		Germany	Automotive	21,671	-7%	
16	16		France	Luxury	21,120	-2%	
17	18		United States	Tobacco	19,010	-11%	
18	20		Japan	Automotive	17,803	-7%	
19	21		Republic of Korea	Consumer Electronics	17,518	-1%	
20	24		United States	Computer Hardware	15,433	12%	
21	22		Sweden	Apparel	15,375	11%	
22	15		United States	Financial Services	14,971	-32%	
23	26		United States	Beverages	13,706	3%	
24	23		United States	Computer Software	13,699	-1%	
25	28		Switzerland	Beverages	13,317	2%	
26	29		United States	Sporting Goods	13,179	4%	
27	31		Germany	Computer Software	12,106	-1%	
28	35		Sweden	Home Furnishings	12,004	10%	

Best Global Brands 2008

Creating and managing
brand value™

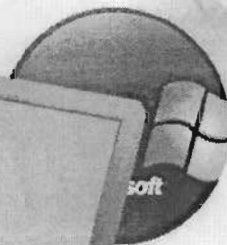
Interbrand



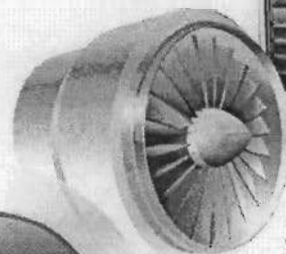
1. Coca-Cola
\$66,667 Million
+2% from 2007



2. IBM
\$59,031 Million
+3% from 2007



3. Microsoft
\$59,007 Million
+1% from 2007



4. GE
\$53,086 Million
+3% from 2007



5. Ford
\$47,000 Million
+7% from 2007

Lessons from the Best Global Brands

Building brand value

Collaborative branding

Activating employees

Are you acting
like a brand leader?

Sustainability's impact
on brand value

Marketing and sector
performance

The Red Thread of
brand value

Best Global Brands 2008

2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$bn)	Change in Brand Value
1	1		US	Beverages	66.637	1%
2	3		US	Computer Services	59.641	5%
3	4		US	Computer Software	58.027	1%
4	4		US	Diversified	53.086	3%
5	9		Finland	Consumer Electronics	31.942	7%
6	6		Japan	Automotive	34.050	0%
7	7		US	Computer Hardware	31.261	1%
8	8		US	Restaurants	31.049	0%
9	5		US	Media	29.251	0%
10	10		US	Internet Services	25.590	43%
11	10		Germany	Automotive	21.577	9%
12	12		US	Computer Hardware	21.509	6%
13	13		Germany	Automotive	21.289	8%
14	16		US	Personal Care	20.069	8%
15	15		US	Financial Services	21.940	5%
16	17		France	Luxury	21.602	0%
17	14		US	Computer Services	21.159	11%
18	14		US	Tobacco	21.108	0%
19	21		US	Financial Services	20.274	-10%
20	19		Japan	Automotive	19.079	0%
21	21		South Korea	Consumer Electronics	17.889	1%
22	-		Sweden	Apparel	15.440	NEW
23	27		US	Computer Software	14.821	11%
24	33		US	Consumer Electronics	13.714	24%
25	25		Japan	Consumer Electronics	13.583	5%
26	26		US	Beverages	13.249	3%
27	23		UK	Financial Services	13.144	-6%
28	24		Switzerland	Beverages	14.355	1%
29	28		US	Sporting Goods	12.971	3%
30	28		US	Transportation	12.651	9%
31	16		Germany	Computer Software	12.723	18%
32	31		US	Computer Hardware	11.690	1%
33	30		US	Alcohol	10.438	-1%
34	22		US	Financial Services	11.589	-12%
35	28		Sweden	Home Furnishings	10.828	0%
36	36		Japan	Computer Hardware	10.406	1%
37	32		US	Financial Services	10.731	-6%
38	35		US	Financial Services	10.131	-1%
39	40		US	Food	9.710	4%
40	44		Japan	Consumer Electronics	9.772	11%
41	19		Switzerland	Financial Services	8.740	-11%
42	34		US	Financial Services	8.696	-10%
43	42		Netherlands	Diversified	8.376	8%
44	-		Canada	Meat	8.313	NEW
45	45		Italy	Luxury	8.254	2%
46	48		US	Internet Services	7.990	7%
47	50		US	Computer Services	7.940	9%
48	43		Germany	Diversified	7.280	3%
49	45		US	Automotive	7.296	-10%
50	45		US	Automotive	7.609	-2%

2008 Rank	2007 Rank	Brand	Country of Origin	Sector	2008 Brand Value (\$bn)	Change in Brand Value
51	51		France	Personal Care	7.508	7%
52	52		US	Media	7.131	4%
53	54		Germany	Automotive	7.047	6%
54	49		US	Financial Services	7.021	-6%
55	49		France	Financial Services	7.001	-6%
56	53		US	Food	6.546	2%
57	57		US	Personal Care	6.437	7%
58	62		US	Internet Services	6.434	10%
59	66		US	Computer Hardware	6.293	9%
60	58		France	Luxury	6.155	0%
61	59		US	Food	6.105	6%
62	64		Spain	Apparel	5.955	15%
63	53		Switzerland	Food	5.940	5%
64	60		US	Restaurants	5.902	-7%
65	55		US	Internet Services	5.909	-10%
66	67		France	Food	5.438	8%
67	49		Germany	Automotive	5.427	11%
68	66		US	Diversified	5.380	0%
69	65		US	Personal Care	5.304	3%
70	69		Germany	Sporting Goods	5.272	0%
71	71		Switzerland	Luxury	4.950	8%
72	72		South Korea	Automotive	4.840	0%
73	-		Canada	Consumer Electronics	4.801	NEW
74	70		US	Personal Care	4.635	1%
75	75		Germany	Automotive	4.601	9%
76	73		France	Luxury	4.575	8%
77	61		US	Apparel	4.552	-10%
78	76		Japan	Consumer Electronics	4.281	4%
79	80		Switzerland	Luxury	4.216	10%
80	79		US	Luxury	4.178	0%
81	74		US	Restaurants	4.167	4%
82	80		Germany	Financial Services	4.011	2%
83	85		France	Alcohol	4.001	6%
84	84		US	Energy	3.911	2%
85	84		US	Restaurants	3.879	7%
86	71		Netherlands	Financial Services	3.708	-2%
87	77		US	Consumer Electronics	3.701	-10%
88	89		US	Consumer Electronics	3.682	2%
89	71		UK	Alcohol	3.590	0%
90	72		Japan	Automotive	3.588	7%
91	94		Italy	Luxury	3.585	9%
92	85		US	Personal Care	3.582	4%
93	-		Italy	Automotive	3.577	NEW
94	-		Italy	Luxury	3.526	NEW
95	187		France	Alcohol	3.511	-1%
96	-		US	Hospitality	3.507	NEW
97	191		Netherlands	Energy	3.471	14%
98	96		Germany	Personal Care	3.461	9%
99	-		US	Transportation	3.359	NEW
100	-		US	Financial Services	3.338	NEW

EXHIBIT 5

Hosted by Google

AP Associated Press

NEW YORK (AP) — It doesn't take a visit to the Genius Bar to figure out how Apple became the most valuable company in America.

Apple's stock fell for the day, but Exxon's fell more. Apple finished with a market value of \$337 billion, beating Exxon's \$331 billion. A single share of Apple stock now costs \$363.

Apple occupies a rarefied spot once held by General Electric and Apple's own rival Microsoft. Exxon had held the top spot since 2005.

The power shift is a substantial milestone for Apple, which has enjoyed a triumphant comeback since the 1990s, when it struggled to stay afloat before its co-founder Steve Jobs returned to take the helm.

But it's not just the comeback. Gleacher & Co. analyst Brian Marshall says Apple is giving investors something that has never been seen before. Apple's numbers are huge, with \$30 billion in revenue in the latest quarter, for example. Yet Marshall said the 35-year-old company is "growing like a startup."

"Even in 2008 and 2009 Apple grew like a weed and the world was coming to an end," Marshall said.

Apple grew its net income 70 percent to \$14 billion and its revenue 52 percent to \$65 billion in the fiscal year that ended last September. A year earlier, even as other companies — though not Exxon — were reeling from the economic meltdown, Apple's earnings grew 35 percent and its revenue 14 percent.

Apple wasn't always a tech darling. The company, known as Apple Computer Inc. when it was founded in 1976, was on a steep decline before Jobs returned in 1997.

With Jobs as CEO, Apple is known for dreaming up gadgets that people don't think they need until they get their hands on them — or see friends and relatives with them. There were music players, smartphones and tablet computers before Apple introduced the iPod, the iPhone and the iPad. But the Apple gadgets' sleek, minimalist design and intuitive software have garnered them a loyal following among tech geeks and everyday consumers alike.

"Never underestimate the power of Joe Sixpack relative to expenditures on consumer electronics," Marshall said.

People want their gadgets, especially those made by Apple, even in a recession and even as they watch their stock portfolios and retirement funds shrink.

Still, Apple commands just a sliver of the overall smartphone and computer market. For that reason, Apple can grow at such a fast pace. "They have just a tremendous runway in front of them," Marshall said.

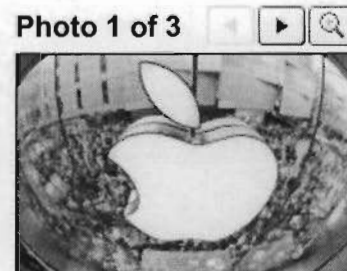
Exxon, which set a record in 2008 for the highest quarterly earnings by any company, will find it hard to compete with Apple's growth because its prospects are tethered to oil prices and new oil discovery.

Apple's growth is limited only by innovation. Investors expect it to grow as long as it keeps making products that people want. So investors are betting on Apple's stock even though it currently makes less money than Exxon.

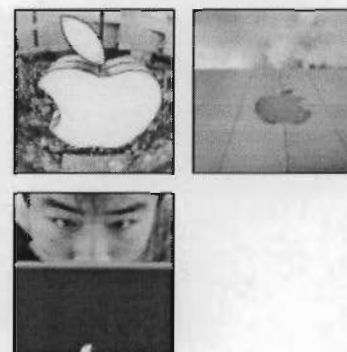
In its latest quarterly report, Apple said stronger iPhone and iPad sales helped more than double its net income to \$7.3 billion and grow revenue by 82 percent to \$29 billion.

Exxon Mobil, meanwhile, posted a 41 percent increase in its second-quarter earnings to nearly \$11 billion, the largest since it set a record of nearly \$15 billion in the third quarter of 2008. Its revenue grew 36 percent to \$125 billion.

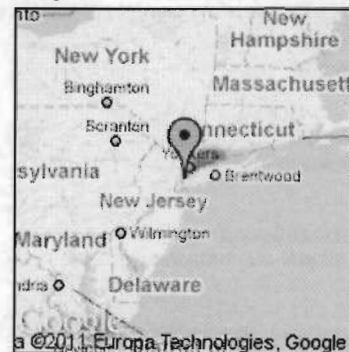
International companies that vie for the most valuable spot include PetroChina Co., the publicly



FILE - In this March 25, 2011 file photo, customers wait outside the Apple store in Munich before the start of sales of the iPad2. Investors seem to think you want an iPad more than oil, as Apple Inc. became the most valuable company in the United States, surpassing Exxon Mobil Corp. on Wednesday, Aug. 10, 2011. (AP Photo/dapd, Lukas Barth, File)



Map



International companies that vie for the most valuable spot include Tencent, the publicly traded unit of China's biggest oil and gas company, and Petrobras, Brazil's state-controlled energy company.

In the U.S., Exxon and General Electric had been trading off the No. 1 and No. 2 spots until Microsoft surpassed them both in early 1999, at the height of the dot-com boom. By 2000, though, GE was No. 1 once again. According to data from FactSet, the three were close over the next five years, though Apple was ascending quickly. Irving, Texas-based Exxon Mobil took the top spot in 2005 and remained there until Wednesday.

Apple's ascendance to the top spot is a sign of the times. Howard Silverblatt, senior index analyst at Standard & Poor's, says the most valued company in the U.S. often reflects the demands of consumers. They also tend to have products that are unmatched by their rivals.

In 1986, for example, IBM Corp. was the most valuable company in the Standard & Poor's 500 index. At the time, the company was considered a pioneer in the technology world, having developed the floppy disk drive in 1971 and the personal computer ten years later.

AT&T Inc. was the most valuable company in the early 1980s when it was the dominant player in the telecommunications industry.

The top companies "tell us something about society, not just the market," Silverblatt said.

But, as history has shown, those companies can easily lose out to rivals if they don't keep coming out with products that appeal to consumers.

"If in 1999, you told anybody that one day Apple would be bigger than Microsoft, I think they would have laughed at you as if you were nuts," said Jonathan Berk, a professor of finance at Stanford University.

Apple generally introduces a new product every three years, which means something new in 2013. Marshall does not expect the company to slow down any time soon.

In fact, he expects Apple to pass yet another milestone next year, when it's likely to surpass Hewlett-Packard Co. as the world's largest technology company by revenue. In the most recent quarter, HP reported \$31.6 billion in revenue, compared with Apple's \$28.6 billion in its latest quarter.

AP Business Writer Chip Cutter contributed from New York.

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EXHIBIT 6

World's Most Admired Companies

Apple

Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 1)

Overall score: 8.16

Why it's admired For the fourth straight year, Apple tops Fortune's Most Admired list. The company's blistering pace of new product releases has continued to set the bar high for tech companies across the board.



COURTESY: APPLE

Apple took a stock hit when iconic CEO Steve Jobs announced in January that he'd be taking a second medical leave, two years after receiving a liver transplant during a six-month sabbatical. But Jobs assured the market in the company's recent earnings report that Apple was still "firing on all cylinders."

It certainly appears to be. Apple nearly doubled its quarterly profits vs. a year ago. The iPad 2 was introduced in March, marking the second generation of one of Apple's milestone product successes. And Jobs made a surprise appearance at the launch.

Another huge move by Apple was the announcement this January that the iPhone 4 would be available from Verizon, offering another option to consumers frustrated with dropped calls on AT&T. --By Shelley DuBois

Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	1
Quality of management	1
Financial soundness	1
Long-term investment	1

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Quality of products/services	1
Global competitiveness	2

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Apple	8.16
2	EMC	6.79
3	Hewlett-Packard	6.71
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World's Most Admired Companies

Apple

MOST ADMIRABLE Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 2)

Overall score: 7.95

Why it's admired Steve Jobs does it again: Apple is keeping its Most Admired crown for the third year in a row.



With 250 million iPods, 43 million iPhones, and 32 million iPod touches sold to date, plus the promise of a game-changing iPad, Apple won this year's vote by the highest margin ever for a No. 1. Two more years as champ and Apple will match GE for most appearances in the top spot.

What makes Apple so admired? Product, product, product. This is the company that changed the way we do everything from buy music to design products to engage with the world around us. Its track record for innovation and fierce consumer loyalty translates into tremendous respect across business' highest ranks.

As BMW CEO Norbert Reithofer puts it, "The whole world held its breath before the iPad was announced. That's brand management at its very best." --Christopher Tkaczyk

Apple stats

Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	2
Social responsibility	2
Quality of management	1
Financial soundness	1
Long-term investment	2

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Nine key attributes of reputation

Industry rank

Quality of products/services

1

Global competitiveness

2

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Apple	7.95
2	Hewlett-Packard	7.74
3	EMC	6.86

From the March 22, 2010 issue

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WORLD'S MOST ADMIRABLE COMPANIES

2009

jobs by

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Apple

1 of 50

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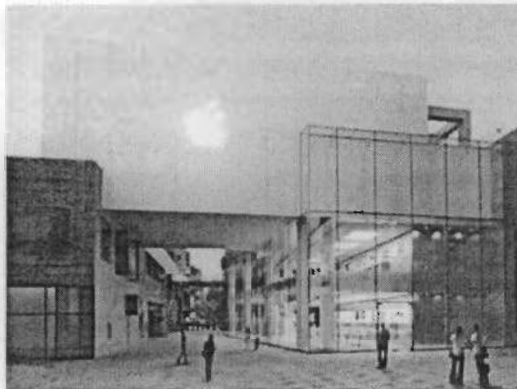
MOST ADMIRABLE

Apple rank: 1
Rank in Computers: 2 (Previous rank: 2*)
Overall score: 7.07

Why it's admired

It's been a rocky year for Apple: CEO Steve Jobs' health made headlines, and critics said Cupertino isn't being open enough about it. But customers remained loyal to the brand that made white earbuds cool. As much of the computer industry struggled, Apple shipped 22.7 million iPods during first quarter (up 3 percent from last year), 2.5 million Macs (up 9 percent), and 4.4 million iPhones. No wonder Apple tops our Most Admired for the second year in a row. —Alyssa Abkowitz

Address: 1 Infinite Loop
Cupertino, CA 95014
Phone: 408-996-1010
Website: www.apple.com



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Top key attributes of reputation

Innovation
People management
Use of corporate assets
Social responsibility
Quality of management
Financial soundness
Long-term investment
Quality of products/services
Global competitiveness

Industry rank

1
1
3
5
3
2
3
1
5

...Top 50 Headquarters



Show: Top 50 | All Most Admired: The Americas | Europe | Asia/Australia

...What Readers Say

They speak out on the Most Admired

Goldman Sachs, Morgan Chase, and Bank of America in the Top 50? Yes...

How about Genentech? 9 billion in sales with significant profits.

AT&T most admired? Not by their rank and file employees: 12,000

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Find companies you most admire

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Xerox	7.28

Apple	7.07	Have your say
Hewlett-Packard	7.04	
re competitors	See all	

m the March 16, 2009 issue

Designated as an international industry. Prior year's ranks, unless otherwise noted, are ranks in the World's Most Admired Companies listing.

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Find companies you most admire

- ☐ Innovation
- ☐ Quality of management
- ☐ People management
- ☐ Financial soundness
- ☐ Use of corporate assets
- ☐ Long-term investment
- ☐ Social responsibility
- ☐ Product/services quality
- ☐ Global competitiveness

Select Industry(s) [See All](#)

Select State(s) [See All](#)

Select Country(s) [See All](#)

Get more Most Admired data
 (HOW THIS TOOL WORKS)

[Submit](#)

Video (3 of 3)



Least admired companies

Fortune's Stanley Bing looks at qualities, like repeated layoffs, that could land a company on this, um, prestigious list. [Watch](#)

[Buy a link here](#)

Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
Apple	2	
Walt Disney	1	
Google	1	
See the rest		

How we pick the Most Admired

This year Fortune has revamped the Most Admired Survey by combining the former America's Most Admired Company (AMAC) survey and the former World's Most Admired Company (WMAC) survey into one... [More](#)

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taking over
our lives

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AMERICA'S MOST ADMIRABLE COMPANIES 2008

Top 20

Full list

Companies

Industries

No. 1s

Best & Worst

States

Global

Top 20

For the 20 most admired companies overall, FORTUNE's survey asked businesspeople to vote for the companies that they admired most, from any industry.

Rank	Company
1	Apple
2	Berkshire Hathaway
3	General Electric
4	Google
5	Toyota Motor
6	Starbucks
7	FedEx
8	Procter & Gamble
9	Johnson & Johnson
10	Goldman Sachs Group
11	Target
12	Southwest Airlines
13	American Express
14*	BMW
14*	Costco Wholesale
16	Microsoft
17	United Parcel Service

Most Admired Companies HQs



Show: Top 20 | Full list

What readers say...

• Safeway should be ranked one of the WORST companies to work for! ...

• Indeed these are amongst the most admired companies overall. One 1...

• I work for the IKAN CORPORATION in Houston Texas. We sell video pro...

Have your say

Find compar

- ☐ Innovation
- ☐ People management
- ☐ Use of corporate e
- ☐ Social responsibility

Industry:

For multiple selections, hold down the <Ctrl> key

State:

For multiple selections, hold down the <Ctrl> key

Get more Most Adm

Stock:

Motley Fool don't think so. The Advisor in the bea

96% of the picks t up. 83% are beat than tripled...

Activision is up 80 earning returns lit they're recommen

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*Revised as of 5/13/08

18	Cisco Systems
19	3M
20	Nordstrom

From the March 17, 2008 issue

Indicates a tie.

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BMW

Walt Disney

See the rest

Most admir

Company

Apple

Nike

Medco Health Solutio

See the rest

Industry ch

EXHIBIT 7

The 50 Most Innovative Companies 2010

Before the world shuddered two years ago, U.S. companies dominated our Most Innovative Companies ranking, easily outnumbering corporations based outside of America. But now that the global economy seems to be growing again, senior executives surveyed by the Boston Consulting Group (BCG) no longer consider the U.S. the be-all and end-all in innovation. Yes, Apple reigns as No. 1 again, trailed by silver medalist Google. And Microsoft and IBM find themselves back in the top five, based on BCG's global poll.

But for the first time ever, more companies on our Top 50 are based outside the U.S. China's rise is the fastest. A year ago, its only representative was Lenovo, at 46. This year Greater China is tied with Asia's postwar powerhouse, Japan, thanks to showings by BYD (8), Haier Electronics (27), Lenovo (29), China Mobile (44), and Taiwan-based HTC (47). To make room for 2010's freshmen, a half-dozen American giants on 2009's list got dumped: AT&T, ExxonMobil, 3M, Johnson & Johnson, Southwest Airlines, and Target. For more details on the ranking, see the footnotes at the bottom of the table.

Special Report: The 50 Most Innovative Companies 2010

Story: 50 Most Innovative Companies

Story: What Executives Make of Innovation

Slide Show: Cutting Edge Companies

Click column heading once to reorder from highest to lowest. Click twice to reorder from lowest to highest.

2010 Rank ▲	2009 Rank	Company	HQ Country	HQ Continent	Stock Returns 2006-09 * (in %)	Revenue Growth 2006-09 ** (in %)	Margin Growth 2006-09 *** (in %)
1	1	Apple	U.S.	North America	35	30	29
2	2	Google	U.S.	North America	10	31	2
3	4	Microsoft	U.S.	North America	3	10	-4
4	6	IBM	U.S.	North America	12	2	11
5	3	Toyota Motor	Japan	Asia	-20	-11	NA
6	11	Amazon.com	U.S.	North America	51	29	6
7	27	LG Electronics	South Korea	Asia	31	16	707
8	NR	BYD	China	Asia	99	42	-1
9	17	General Electric	U.S.	North America	-22	-1	-25
10	14	Sony	Japan	Asia	-19	-5	NA
11	16	Samsung Electronics	South Korea	Asia	10	17	-9
12	33	Intel	U.S.	North America	3	0	12
13	31	Ford Motor	U.S.	North America	10	-12	NA
14	8	Research In Motion	Canada	North America	17	75	-6
15	18	Volkswagen	Germany	Europe	8	0	14
16	7	Hewlett-Packard	U.S.	North America	9	8	9
17	13	Tata Group	India	Asia	Private	Private	Private
18	20	BMW	Germany	Europe	-8	0	NA
19	24	Coca-Cola	U.S.	North	9	9	1

				America			
20	5	Nintendo	Japan	Asia	-8	22	3
21	10	Wal-Mart Stores	U.S.	North America	7	6	-1
22	NR	Hyundai Motor	South Korea	Asia	23	12	17
23	9	Nokia	Finland	Europe	-14	0	-37
24	34	Virgin Group	Britain	Europe	Private	Private	Private
25	12	Procter & Gamble	U.S.	North America	1	5	2
26	22	Honda Motor	Japan	Asia	-11	-9	NA
27	NR	Fast Retailing	Japan	Asia	17	15	0
28	NR	Haier Electronics	China	Asia	28	22	-15
29	19	McDonald's	U.S.	North America	15	2	10
30	46	Lenovo	China	Asia	18	-1	NA
31	32	Cisco Systems	U.S.	North America	-4	8	-6
32	21	Walt Disney	U.S.	North America	0	2	0
33	15	Reliance Industries	India	Asia	21	23	-4
34	NR	Siemens	Germany	Europe	-3	-4	27
35	NR	Dell	U.S.	North America	-17	-4	-7
36	38	Nestlé	Switzerland	Europe	8	4	1
37	NR	British Sky Broadcasting	Britain	Europe	6	9	-10
38	25	Vodafone	Britain	Europe	6	17	-13
39	47	JPMorgan Chase	U.S.	North America	-2	18	-21
40	NR	Oracle	U.S.	North America	13	13	5
41	NR	Petrobras	Brazil	South America	18	5	-11
42	42	Banco Santander	Spain	Europe	2	-1	8
43	48	Fiat	Italy	Europe	-10	-2	-12
44	NR	China Mobile	China	Asia	1	16	1
45	NR	Goldman Sachs	U.S.	North America	-5	6	4
46	43	Nike	U.S.	North America	12	5	2
47	NR	HTC	Taiwan	Asia	6	11	-11
48	40	Facebook	U.S.	North America	Private	Private	Private
49	36	HSBC	Britain	Europe	-5	-7	-45
50	30	Verizon Communications	U.S.	North America	1	7	6

FOOTNOTES

Data: Analysis and data provided in collaboration with the Boston Consulting Group's innovation practice and BCG-ValueScience. Reuters and Standard & Poor's Compustat supplied financial data; Bloomberg provided total shareholder returns.

* Stock returns are annualized, Dec. 31, 2006, to Dec. 31, 2009, and account for price appreciation and dividends.

** Revenue and operating margin growth are annualized based on 2006-2009 fiscal years. Margin growth is earnings before interest and taxes as a

percentage of revenues. Where possible, quarterly and semiannual data are used to bring performance for pre-June yearends closer to December 2009. Financial figures are calculated in local currency.

*** Calculating three-year compound annual growth rates for operating margins is not possible when the starting or end figure is negative.

NR: Not ranked in 2009 survey.

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The 50 Most Innovative Companies

With the sudden reversal of the global economy, businesses are struggling not only with shrinking income and budgets, but also with seismic shifts that are upending entire industries, from autos and retail to banking and entertainment. These same forces are apparent in our latest ranking of the Most Innovative Companies. While the 2009 list includes some stalwarts in their usual top positions—namely Apple and Google—15 newcomers have joined the lineup, the biggest change since *BusinessWeek* and Boston Consulting Group first partnered on this proprietary survey in 2005. These include more companies headquartered outside the U.S. than in the past, such as Volkswagen, Infosys, and Telefónica. See a full explanation of our methodology as well as the footnotes at the bottom of the table.

Special Report: Most Innovative Companies 2009
Slide Show: BW's 50 Most Innovative Companies
CEO's Picks: CEOs name the companies they admire
Methodology: The thinking behind the rankings
Survey: Agree? Disagree? Let us know

Click column heading once to reorder from highest to lowest. Click twice to reorder from lowest to highest.

2009 Rank ▲	2008 Rank	Company	HQ Country	HQ Continent	Stock Returns 2005-08 * (in %)	Revenue Growth 2005-08 ** (in %)	Margin Growth 2005-08 *** (in %)	Known for its Most Innovative (% who think so)
1	1	Apple	U.S.	North America	5.9	30.4	15.8	Product (47%)
2	2	Google	U.S.	North America	-9.5	52.6	-8.2	Customer Experience (26%)
3	3	Toyota Motor	Japan	Asia	-20.7	4.2	-35.9	Process (35%)
4	5	Microsoft	U.S.	North America	-8.0	13.5	-1.3	Process (26%)
5	7	Nintendo	Japan	Asia	36.7	61.1	20.6	Product (48%)
6	12	IBM	U.S.	North America	2.3	4.4	14.3	Process (31%)
7	15	Hewlett-Packard	U.S.	North America	9.1	10.9	31.6	Process (39%)
8	13	Research In Motion	Canada	North America	24.6	74.1	11.2	Product (53%)
9	10	Nokia	Finland	Europe	-8.3	14.0	-10.3	Product (38%)
10	23	Wal-Mart Stores	U.S.	North America	8.0	9.1	-2.1	Process (49%)
11	11	Amazon.com	U.S.	North America	2.8	31.2	-4.8	Customer Experience (41%)
12	8	Procter & Gamble	U.S.	North America	4.5	11.7	2.4	Process (27%)
13	6	Tata Group	India	Asia	Private	Private	Private	Product (44%)
14	9	Sony	Japan	Asia	-25.8	3.1	-41.1	Product (40%)
15	19	Reliance Industries	India	Asia	22.6	28.5	11.9	Business Model (35%)
16	26	Samsung Electronics	South Korea	Asia	-10.8	10.5	-1.5	Product (41%)
17	4	General Electric	U.S.	North America	-19.7	10.1	-12.2	Process (36%)
18	NR	Volkswagen	Germany	Europe	-14.4	7.1	33.6	Customer Experience (38%)
19	30	McDonalds	U.S.	North America	25.8	7.2	9.5	Customer Experience (55%)
20	14	BMW	Germany	Europe	-14.8	6.9	-14.6	Customer Experience (37%)
21	17	Walt Disney	U.S.	North America	-0.2	6.4	17.2	Customer Experience (68%)
22	16	Honda Motor	Japan	Asia	-15.4	4.8	-14.6	Product (47%)
23	27	AT&T	U.S.	North America	9.9	41.5	9.7	Product (33%)

North

24	NR	Coca-Cola	U.S.	America	6.8	11.4	0.1	Customer Experience (38%)
25	47	Vodafone	Britain	Europe	8.6	10.2	NA	Product (25%)
26	NR	Infosys	India	Asia	-8.1	32.4	2.0	Process (40%)
27	NR	LG Electronics	South Korea	Asia	-5.0	9.6	17.0	Product (46%)
28	NR	Telefónica	Spain	Europe	12.2	17.0	-2.0	Business Model (40%)
29	31	Daimler	Germany	Europe	-11.9	1.5	39.0	Product (40%)
30	34	Verizon Communications	U.S.	North America	10.4	11.9	-1.0	Customer Experience (38%)
31	NR	Ford Motor	U.S.	North America	-32.6	-3.3	NA	Product (36%)
32	35	Cisco Systems	U.S.	North America	-1.6	14.3	-8.0	Process (27%)
33	48	Intel	U.S.	North America	-14.3	-1.1	-8.0	Process (35%)
34	28	Virgin Group	Britain	Europe	Private	Private	Private	Customer Experience (45%)
35	NR	ArcelorMittal	Luxembourg	Europe	-6.7	64.4	-18.0	Business Model (63%)
36	40	HSBC Holdings	Britain	Europe	-6.1	20.3	-18.0	Process (32%)
37	42	ExxonMobil	U.S.	North America	14.5	8.8	2.0	Process (47%)
38	NR	Nestlé	Switzerland	Europe	4.3	6.5	-14.0	Product (47%)
39	NR	Iberdrola	Spain	Europe	7.5	54.0	-14.0	Customer Experience (40%)
40	25	Facebook	U.S.	North America	Private	Private	Private	Customer Experience (51%)
41	22	3M	U.S.	North America	-7.2	6.1	-3.0	Product (44%)
42	NR	Banco Santander	Spain	Europe	-9.3	11.8	2.0	Business Model (37%)
43	45	Nike	U.S.	North America	7.1	11.5	-4.0	Customer Experience and Product (36% each)
44	NR	Johnson & Johnson	U.S.	North America	2.4	8.1	1.0	Customer Experience (42%)
45	49	Southwest Airlines	U.S.	North America	-19.2	13.3	-25.0	Customer Experience (45%)
46	NR	Lenovo	China	Asia	-14.2	6.6	4.0	Business Model (35%)
47	NR	JPMorgan Chase	U.S.	North America	-4.4	-2.6	NA	Process (62%)
48	NR	Fiat	Italy	Europe	-13.5	8.5	2.0	Product (30%)
49	24	Target	U.S.	North America	-13.5	8.1	2.0	Customer Experience (60%)
50	NR	Royal Dutch Shell	Netherlands	Europe	4.7	14.3	-8.0	Process (45%)

FOOTNOTES

DATA: Analysis and data provided in collaboration with the innovation practice of the Boston Consulting Group and BCG-ValueScience. Reuters and Compustat were used for financial and industry data and Bloomberg for total shareholder returns.

* Stock returns are annualized, Dec. 31, 2005, to Dec. 31, 2008, and account for price appreciation and dividends.

** Revenue and operating margin growth are annualized based on 2005-06 fiscal years. Margin growth is earnings before interest and taxes as a percentage of revenues reported in most recent statements or filings. Where possible, quarterly and semiannual data were used to bring performance for pre-June yearends closer to December 2008. Financial figures were calculated in local currency.

*** Calculating three-year compound annual growth rate for operating margins was not possible when either figure was negative.

NR: Not Rated.

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BusinessWeek

The World's 50 Most Innovative Companies

a climate when innovation efforts and research and development budgets are likely to see more scrutiny than ever, our 2008 list of

World's Most Innovative Companies adds three financial

measures to the mix to determine the rankings. For this year's list, votes cast in the proprietary BusinessWeek-BOG survey received 80% of the overall weighting, stock returns were weighted 10%, while three-year revenue and margin growth each got 5%. While these changes -- only votes from our survey counted in the past -- marked the biggest shift yet in our rankings of the World's Most Innovative Companies, there are some similarities to previous years. Once again, Apple's design whizzes lead our list, followed by Google's search geniuses and Toyota's hybrid car mavens. But the added financial metrics and the greater diversity of our survey, which polled more global and C-suite respondents, have also helped to produce a few big changes. Global names such as Tata Group and Nintendo, both making their first appearance, landed in the top 10. Traditional innovation icon 3M plummeted from No. 7 to No. 22. And dark horses such as No. 18 General Motors, which has suffered through a tumultuous year financially, received a surprising number of votes thanks to concept cars like the electric Chevrolet Volt and the Detroit automaker's renewed focus on design. For a full explanation of our methodology, click [here](#) -- and see the footnotes at the bottom of the table.

Special Report: Inside Innovation

Slide Show: The World's 50 Most innovative Companies

* A column heading, once to reorder from highest to lowest. Click twice to reorder from lowest to highest.

Rank	Company	HQ Country	HQ Continent	Revenue Growth 2004-07* (in %)	Margin Growth 2004-07* (in %)	Stock Returns 2004-07** (in %)	Most Known for Its Innovative... (% who think so)
1	APPLE	USA	North America	47	69	83	Products (52%)
2	GOOGLE	USA	North America	73	5	53	Customer Experience (26%)
3	TOYOTA MOTOR	Japan	Asia	12	1	15	Processes (36%)
4	GENERAL ELECTRIC	USA	North America	9	1	3	Processes (43%)
5	MICROSOFT	USA	North America	16	8	12	Products (26%)
6	TATA GROUP	India	Asia	NA	NA	NA	Products (56%)
7	NINTENDO	Japan	Asia	37	4	77	Products (53%)
8	PROCTER & GAMBLE	USA	North America	16	4	12	Processes (30%)
9	SONY	Japan	Asia	8	13	17	Products (55%)
10	NOKIA	Finland	Europe	20	2	35	Products (31%)
11	AMAZON.COM	USA	North America	29	-11	28	Customer Experience (33%)
12	IBM	USA	North America	1	11	4	Processes (31%)
13	RESEARCH IN MOTION	Canada	North America	56	-1	51	Products (57%)
14	BMW	Germany	Europe	6	-5	11	Customer Experience (40%)
15	HEWLETT-PACKARD	USA	North America	10	17	35	Processes, Business Models, and Customer Experience (27% each)
16	HONDA MOTOR	Japan	Asia	12	6	14	Products (40%)
17	WALT DISNEY	USA	North America	6	14	7	Customer Experience (63%)
18	GENERAL MOTORS	USA	North America	-2	-98	-11	Products (55%)
19	RELIANCE INDUSTRIES	India	Asia	31	-7	94	Business Models (31%)
20	BOEING	USA	North America	9	32	21	Products (63%)
21	GOLDMAN SACHS GROUP	USA	North America	30	6	26	Processes and Business Models (33% each)
22	3M	USA	North America	7	5	3	Products (45%)
23	WAL-MART STORES	USA	North America	10	-2	-2	Processes (48%)
24	TARGET	USA	North America	11	3	NA	Customer Experience (57%)
25	FACEBOOK	USA	North America	NA	NA	NA	Customer Experience (51%)
26	SAMSUNG ELECTRONICS	South Korea	Asia	2	-14	8	Products (42%)
27	AT&T	USA	North America	43	6	23	Customer Experience (33%)
28	VIRGIN GROUP	Britain	Europe	NA	NA	NA	Customer Experience (47%)
29	AUDI	Germany	Europe	11	11	41	Products (50%)
30	MCDONALD'S	USA	North America	7	-7	25	Customer Experience (42%)
31	DAIMLER	Germany	Europe	-11	37	28	Products (35%)
32	STARBUCKS	USA	North America	23	-2	-13	Customer Experience (60%)
33	EBAY	USA	North America	33	-37	-17	Business Models (28%)
34	VERIZON COMMUNICATIONS	USA	North America	12	NA	9	Services (41%)

35 CISCO SYSTEMS	USA	North America	20	-5	12 Products (35%)
36 ING GROEP	Netherlands	Europe	7	4	11 Services (41%)
37 SINGAPORE AIRLINES	Singapore	Asia	9	5	20 Customer Experience (55%)
38 SIEMENS	Germany	Europe	1	21	22 Products (41%)
39 COSTCO WHOLESALE	USA	North America	11	-5	14 Customer Experience (46%)
40 HSBC	Britain	Europe	12	-1	4 Services (39%)
41 BANK OF AMERICA	USA	North America	12	NA	NA Customer Experience and Services (23% each)
42 EXXON MOBIL	USA	North America	11	7	25 Processes (50%)
43 NEWS CORP.	USA	North America	4	4	4 Business Models (47%)
44 BP	Britain	Europe	14	-5	11 Processes (42%)
45 NIKE	USA	North America	8	-1	14 Customer Experience (43%)
46 DELL	USA	North America	7	-12	-17 Business Models (37%)
47 VODAFONE GROUP	Britain	Europe	7	-21	15 Business Models (33%)
48 INTEL	USA	North America	4	-10	6 Products (53%)
49 SOUTHWEST AIRLINES	USA	North America	15	9	-9 Customer Experience (50%)
50 AMERICAN EXPRESS	USA	North America	3	1	3 Customer Experience (35%)

TA: Analysis and data provided in collaboration with the innovation practice of the Boston Consulting Group and BCG-VerisSource. Reuters and Compustat were used for financial data and industry data and Bloomberg for total shareholder returns.

Compound growth rates for revenue and operating margins are based on 2004-07 fiscal year data as originally stated. Operating margin is earnings before interest and taxes, as a percentage of revenue. Where possible, quarterly and semiannual data were used to bring performance for pre-June year-ends closer to December, 2007. Financial figures were calculated in local currency.

Total returns are annualized, 12/31/04 to 12/31/07, and account for price appreciation and dividends.

Calculating three-year compound annual growth rate for operating margins was not possible when either figure was negative.

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The McGraw-Hill Companies

EXHIBIT 8

Int. Cl.: 9

Prior U.S. Cl.: 26

United States Patent Office

Reg. No. 1,078,312

Registered Nov. 29, 1977

TRADEMARK
Principal Register

APPLE

Apple Computer, Inc. (California corporation)
20863 Stevens Creek Blvd.
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS
RECORDED ON PAPER AND TAPE, in CLASS 9
(U.S. CL. 26).
First use during April 1976; in commerce during April
1976.

Ser. No. 120,444, filed Mar. 25, 1977.

G. T. GLYNN, Examiner



United States Patent and Trademark Office

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Typed Drawing

Word Mark	APPLE
Goods and Services	IC 009. US 026. G & S: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE. FIRST USE: 19760400. FIRST USE IN COMMERCE: 19760400
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73120444
Filing Date	March 25, 1977
Filing Basis	1A
Original Filing Basis	1A
Registration Number	1078312
International Registration Number	0870749
Registration Date	November 29, 1977
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 950142081
	(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20070621.
Renewal	1ST RENEWAL 20070621
Live/Dead Indicator	LIVE

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Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,808,567

Registered Jan. 27, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

APPLE

APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEB SITE OPERATION AND MANAGEMENT SERVICES

TO OTHERS; COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-1980; IN COMMERCE 9-0-1980.

OWNER OF U.S. REG. NOS. 1,078,312, 2,132,209 AND OTHERS.

SER. NO. 78-170,383, FILED 10-2-2002.

DOMINIC J. FERRAIUOLO, EXAMINING ATTORNEY



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Typed Drawing

Word Mark APPLE

Goods and Services IC 042. US 100 101. G & S: COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEB SITE OPERATION AND MANAGEMENT SERVICES TO OTHERS; COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE. FIRST USE: 19800900. FIRST USE IN COMMERCE: 19800900

Mark Drawing Code (1) TYPED DRAWING

Serial Number 78170383

Filing Date October 2, 2002

Filing Basis 1A

Original Filing Basis 1A

Published for Opposition November 4, 2003

Registration Number 2808567

International Registration Number 0870749

Registration Date January 27, 2004

Owner (REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014

Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Thomas R. La Perle
Prior Registrations 1078312;1144147;1895326;2079765;2132209;AND OTHERS
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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United States of America

United States Patent and Trademark Office

APPLE

Reg. No. 3,928,818

Registered Mar. 8, 2011

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTER HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP AND NOTEBOOK COMPUTERS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER HARDWARE, SOFTWARE AND COMPUTER PERIPHERALS FOR COMMUNICATION BETWEEN MULTIPLE COMPUTERS AND BETWEEN COMPUTERS AND LOCAL AND GLOBAL COMPUTER NETWORKS; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE REPRODUCTION, PROCESSING AND STREAMING OF AUDIO, VIDEO AND MULTIMEDIA CONTENT; COMPUTER HARDWARE AND SOFTWARE FOR CONTROLLING THE OPERATION OF AUDIO AND VIDEO DEVICES AND FOR VIEWING, SEARCHING AND/OR PLAYING AUDIO, VIDEO, TELEVISION, MOVIES, PHOTOGRAPHS AND OTHER DIGITAL IMAGES, AND OTHER MULTIMEDIA CONTENT; COMPUTER MONITORS; LIQUID CRYSTAL DISPLAYS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS, CABLES, MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; STANDS SPECIALLY DESIGNED FOR HOLDING COMPUTER HARDWARE AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; BATTERIES; RECHARGEABLE BATTERIES; BATTERY CHARGERS; BATTERY PACKS; POWER ADAPTERS FOR COMPUTERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; WIRED AND WIRELESS REMOTE CONTROLS FOR COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; HEADPHONES AND EARPHONES; STEREO HEADPHONES; IN-EAR HEADPHONES; MICROPHONES; AUDIO EQUIPMENT FOR VEHICLES, NAMELY, MP3 PLAYERS; SOUND SYSTEMS COMPRISING REMOTE CONTROLS, AMPLIFIERS, LOUDSPEAKERS AND COMPONENTS THEREOF; AUDIO RECORDERS; RADIO RECEIVERS; RADIO TRANSMITTERS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO AND VIDEO PLAYERS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; VIDEOPHONES; COMPUTER GAMING MACHINES, NAMELY, STAND-ALONE VIDEO GAMING MACHINES; HANDHELD AND MOBILE DIGITAL ELECTRONIC DEVICES FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL AND OTHER DIGITAL MEDIA; MP3 AND OTHER DIGITAL FORMAT AUDIO AND VIDEO PLAYERS; PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; A FULL LINE OF ELECTRONIC AND MECHANICAL PARTS AND FITTING FOR PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES, NAMELY, HEADPHONES, MICROPHONES, REMOTE CONTROLS, BATTERIES, BATTERY CHARGERS, DEVICES FOR HANDS-FREE USE, KEYBOARDS, ADAPTORS, PARTS AND ACCESSORIES FOR MOBILE TELEPHONES, NAMELY, MOBILE TELEPHONE COVERS, MOBILE TELEPHONE CASES, MOBILE TELEPHONE COVERS MADE OF CLOTH OR TEXTILE MATER-



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 3,928,818 I.A.S., MOBILE TELEPHONE BATTERIES, MOBILE TELEPHONE BATTERY CHARGERS, HEADSETS FOR MOBILE TELEPHONES, DEVICES FOR HANDS-FREE USE OF MOBILE TELEPHONES, CARRYING CASES, SACKS, AND BAGS, ALL FOR USE WITH COMPUTERS AND PORTABLE AND HANDHELD DIGITAL ELECTRONIC DEVICES; OPERATING SYSTEM PROGRAMS; COMPUTER UTILITY PROGRAMS FOR COMPUTER OPERATING SYSTEMS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE FOR CONNECTING WIRELESS DEVICES, MOBILE TELEPHONES, HANDHELD DIGITAL ELECTRONIC DEVICES, COMPUTERS, LAPTOP COMPUTERS, COMPUTER NETWORK USERS, GLOBAL COMPUTER NETWORKS; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE TO DEVELOP OTHER COMPUTER SOFTWARE; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL MEDIA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEBSITE DEVELOPMENT SOFTWARE; COMPUTER SOFTWARE FOR REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORKS; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER SOFTWARE FOR RECORDING AND ORGANIZING CALENDARS AND SCHEDULES, TO-DO LISTS, AND CONTACT INFORMATION; COMPUTER SOFTWARE FOR CLOCK AND ALARM CLOCK FUNCTIONALITY; COMPUTER SOFTWARE AND PRERECORDED COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; ELECTRONIC MAIL AND MESSAGING SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; COMPUTER SOFTWARE AND FIRMWARE FOR OPERATING SYSTEM PROGRAMS; BLANK COMPUTER STORAGE MEDIA; USER MANUALS IN ELECTRONICALLY READABLE, MACHINE READABLE OR COMPUTER READABLE FORM FOR USE WITH, AND SOLD AS A UNIT WITH, ALL THE AFOREMENTIONED GOODS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-1-1976; IN COMMERCE 4-1-1976.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,078,312, 2,808,567, AND OTHERS.

SN 77-172,511, FILED 5-3-2007.

ANGELA DUONG, EXAMINING ATTORNEY



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APPLE

Word Mark APPLE

Goods and Services

IC 009. US 021 023 026 036 038. G & S: Computer hardware; computer hardware, namely, server, desktop, laptop and notebook computers; computer memory hardware; computer disc drives; optical disc drives; computer hardware, software and computer peripherals for communication between multiple computers and between computers and local and global computer networks; computer networking hardware; set top boxes; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content; computer monitors; liquid crystal displays; flat panel display monitors; computer keyboards, cables, modems; computer mice; electronic docking stations; stands specially designed for holding computer hardware and portable and handheld digital electronic devices; batteries; rechargeable batteries; battery chargers; battery packs; power adapters for computers; electrical connectors, wires, cables, and adaptors; wired and wireless remote controls for computers and portable and handheld digital electronic devices; headphones and earphones; stereo headphones; in-ear headphones; microphones; audio equipment for vehicles, namely, MP3 players; sound systems comprising remote controls, amplifiers, loudspeakers and components thereof; audio recorders; radio receivers; radio transmitters; personal digital assistants; portable digital audio and video players; electronic organizers; cameras; telephones; mobile phones; videophones; computer gaming machines, namely, stand-alone video gaming machines; handheld and mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail and other digital media; MP3 and other digital format audio and video players. portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; a full line of electronic and mechanical parts and fitting for portable and handheld digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files, namely, headphones, microphones, remote controls, batteries, battery chargers, devices for hands-free use, keyboards, adapters; parts and accessories for mobile telephones, namely, mobile telephone covers, mobile telephone cases, mobile telephone covers made of cloth or textile materials, mobile telephone batteries, mobile telephone battery chargers, headsets for mobile telephones, devices for hands-free use of mobile telephones; carrying cases, sacks, and bags, all for

use with computers and portable and handheld digital electronic devices; operating system programs; computer utility programs for computer operating systems; a full line of computer software for business, home, education, and developer use; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer programs for personal information management; database management software; character recognition software; electronic mail and messaging software; telecommunications software for connecting wireless devices, mobile telephones, handheld digital electronic devices, computers, laptop computers, computer network users, global computer networks; database synchronization software; computer programs for accessing, browsing and searching online databases; computer software to develop other computer software; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software. computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network; computer software for use in word processing and database management; word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital media; computer software for analyzing and troubleshooting other computer software; computer graphics software; computer search engine software; website development software; computer software for remote viewing, remote control, communications and software distribution within personal computer systems and across computer networks; computer programs for file maintenance and data recovery; computer software for recording and organizing calendars and schedules, to-do lists, and contact information; computer software for clock and alarm clock functionality; computer software and prerecorded computer programs for personal information management; electronic mail and messaging software; computer programs for accessing, browsing and searching online databases; computer software and firmware for operating system programs; blank computer storage media; user manuals in electronically readable, machine readable or computer readable form for use with, and sold as a unit with, all the aforementioned goods; instructional manuals packaged in association with the above. FIRST USE: 19760401. FIRST USE IN COMMERCE: 19760401

**Standard
Characters
Claimed**

**Mark
Drawing
Code** (4) STANDARD CHARACTER MARK

**Serial
Number** 77172511

Filing Date May 3, 2007

Filing Basis 1A

**Original
Filing Basis** 1B

**Published for
Opposition** January 1, 2008

**Registration
Number** 3928818

**International
Registration
Number** 0956402

**Registration
Date** March 8, 2011

Owner (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

**Attorney of
Record** Thomas R. La Perle

**Prior
Registrations** 1078312;2034964;2808567;AND OTHERS

Type of Mark TRADEMARK

Register PRINCIPAL
Live/Dead
Indicator LIVE

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Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 3,317,089

United States Patent and Trademark Office

Registered Oct. 23, 2007

**TRADEMARK
PRINCIPAL REGISTER**

APPLE

APPLE CORPS LIMITED (UNITED KINGDOM
COMPANY)
27 OVINGTON SQUARE
LONDON SW3 1LJ, UNITED KINGDOM

FOR: MUSICAL SOUND RECORDS; SOUND RECORDS FEATURING ENTERTAINMENT; SOUND RECORDS FEATURING MUSIC, MUSICIANS, DOCUMENTARIES, BIOGRAPHIES, INTERVIEWS, PERFORMANCES, REVIEWS, DRAMA AND FICTION; MUSICAL VIDEO RECORDS; VIDEO RECORDS FEATURING ENTERTAINMENT; VIDEO RECORDS FEATURING MUSIC, MUSICIANS, CARICATURES, CARTOONS, ANIMATION, DOCUMENTARIES, BIOGRAPHIES, INTERVIEWS, PERFORMANCES, REVIEWS, DRAMA AND FICTION; CINEMATOGRAPHIC FILMS; MUSICAL SOUND RECORDINGS; MUSICAL VIDEO RECORDINGS; AUDIO AND VISUAL RECORDINGS FEATURING OR RELATING TO MUSIC, ENTERTAINMENT AND FILMS; PRE-RECORDED COMPACT DISCS, AUDIO TAPES, GRAMOPHONE RECORDS, VIDEO TAPES, VIDEO DISCS, DVDS,

CD-ROMS AND INTERACTIVE COMPACT DISCS, ALL FEATURING OR RELATING TO MUSIC AND FILMS; DIGITALLY RECORDED SOUND AND VIDEO RECORDS; DOWNLOADABLE MUSICAL SOUND AND VIDEO RECORDS; DOWNLOADABLE SOUND AND VIDEO RECORDS FEATURING OR RELATING TO MUSIC, ENTERTAINMENT AND FILMS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF ERPN CMNTY TM OFC REG. NO. 00218990, DATED 11-16-2000, EXPIRES 4-1-2016.

OWNER OF U.S. REG. NO. 2,034,964.

SER. NO. 78-430,230, FILED 6-4-2004.

DARRYL SPRUILL, EXAMINING ATTORNEY



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APPLE

Word Mark	APPLE
Goods and Services	IC 009. US 021 023 026 036 038. G & S: Musical sound records; sound records featuring entertainment; sound records featuring music, musicians, documentaries, biographies, interviews, performances, reviews, drama and fiction; musical video records; video records featuring entertainment; video records featuring music, musicians, caricatures, cartoons, animation, documentaries, biographies, interviews, performances, reviews, drama and fiction; cinematographic films; musical sound recordings; musical video recordings; audio and visual recordings featuring or relating to music, entertainment and films; pre-recorded compact discs, audio tapes, gramophone records, video tapes, video discs, DVDs, CD-ROMs and interactive compact discs, all featuring or relating to music and films; digitally recorded sound and video records; downloadable musical sound and video records; downloadable sound and video records featuring or relating to music, entertainment and films

Standard Characters Claimed**Mark Drawing Code** (4) STANDARD CHARACTER MARK**Serial Number** 78430230**Filing Date** June 4, 2004**Filing Basis** 44E**Original Filing Basis** 44E**Published for Opposition** October 4, 2005**Change In Registration** CHANGE IN REGISTRATION HAS OCCURRED**Registration** 3317089

Number**Registration
Date**

October 23, 2007

Owner(REGISTRANT) Apple Corps Limited COMPANY UNITED KINGDOM 27 Ovington Square London
SW3 1LJ UNITED KINGDOM(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP
CUPERTINO CALIFORNIA 95014**Assignment
Recorded**

ASSIGNMENT RECORDED

**Attorney of
Record**

CHRISTOPHER LICK

**Prior
Registrations**

2034964

Type of Mark

TRADEMARK

Register

PRINCIPAL

**Live/Dead
Indicator**

LIVE

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Int. Cl.: 9

Prior U.S. Cls.: 26 and 38

Reg. No. 1,114,431

United States Patent and Trademark Office

Registered Mar. 6, 1979

Amended

OG Date Nov. 10, 2009

TRADEMARK
PRINCIPAL REGISTER



APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

OWNER OF U.S. REG. NO. 1,078,312.
THE MARK CONSISTS OF A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.

FOR: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE, IN CLASS 9 (U.S. CLS. 26 AND 38).

FIRST USE 1-0-1977; IN COMMERCE 1-0-1977.

SER. NO. 73-162,799, FILED 3-20-1978.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Nov. 10, 2009.*



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Goods and Services	IC 009. US 026 038. G & S: COMPUTERS AND COMPUTER PROGRAMS RECORDED ON PAPER AND TAPE. FIRST USE: 19770100. FIRST USE IN COMMERCE: 19770100
Mark Drawing Code	(2) DESIGN ONLY
Design Search Code	05.09.05 - Apples
Serial Number	73162799
Filing Date	March 20, 1978
Filing Basis	1A
Original Filing Basis	1A
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	1114431
Registration Date	March 6, 1979
Owner	(REGISTRANT) APPLE COMPUTER, INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014 (LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Prior	

Registrations	1078312
Description of Mark	THE MARK CONSISTS OF A SILHOUETTE OF AN APPLE WITH A BITE REMOVED.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20080314.
Renewal	2ND RENEWAL 20080314
Live/Dead Indicator	LIVE

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Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,715,578

United States Patent and Trademark Office

Registered May 13, 2003

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP

CUPERTINO, CA 95014

FOR: COMPUTERS HARDWARE; COMPUTER HARDWARE, NAMELY, SERVER, DESKTOP, LAPTOP, NOTEBOOK AND SUBNOTEBOOK COMPUTERS; HAND HELD AND MOBILE COMPUTERS; COMPUTER TERMINALS AND MONITORS; PERSONAL DIGITAL ASSISTANTS; PORTABLE DIGITAL AUDIO PLAYERS; ELECTRONIC ORGANIZERS; COMPUTER KEYBOARDS, CABLES, MODEMS; AUDIO SPEAKERS; COMPUTER VIDEO CONTROL DEVICES, NAMELY, COMPUTER MICE, TRACKBALLS, JOYSTICKS AND GAMEPADS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; COMPUTER PROGRAMS FOR PERSONAL INFORMATION MANAGEMENT; DATABASE MANAGEMENT SOFTWARE; CHARACTER RECOGNITION SOFTWARE; TELEPHONY MANAGEMENT SOFTWARE; ELECTRONIC MAIL AND MESSAGING SOFTWARE; TELECOMMUNICATIONS SOFTWARE, NAMELY FOR PAGING; DATABASE SYNCHRONIZATION SOFTWARE; COMPUTER PROGRAMS FOR ACCESSING, BROWSING AND SEARCHING ONLINE DATABASES; OPERATING SYSTEM SOFTWARE; APPLICATION DEVELOPMENT TOOL PROGRAMS; BLANK COMPUTER STORAGE MEDIA; FONTS, TYPEFACES, TYPE DESIGNS AND SYMBOLS RECORDED ON MAGNETIC MEDIA; COMPUTER SOFTWARE FOR USE IN PROVIDING MULTIPLE USER ACCESS TO A GLOBAL COMPUTER INFORMATION NETWORK FOR SEARCHING, RETRIEVING,

TRANSFERRING, MANIPULATING AND DISSEMINATING A WIDE RANGE OF INFORMATION; COMPUTER SOFTWARE FOR USE AS A PROGRAMMING INTERFACE; COMPUTER SOFTWARE FOR USE IN NETWORK SERVER SHARING; LOCAL AND WIDE AREA NETWORKING SOFTWARE; COMPUTER SOFTWARE FOR MATCHING, CORRECTION, AND REPRODUCTION OF COLOR; COMPUTER SOFTWARE FOR USE IN DIGITAL VIDEO AND AUDIO EDITING; COMPUTER SOFTWARE FOR USE IN ENHANCING TEXT AND GRAPHICS; COMPUTER SOFTWARE FOR USE IN FONT JUSTIFICATION AND FONT QUALITY; COMPUTER SOFTWARE FOR USE TO NAVIGATE AND SEARCH A GLOBAL COMPUTER INFORMATION NETWORK, AS WELL AS TO ORGANIZE AND SUMMARIZE THE INFORMATION RETRIEVED; COMPUTER SOFTWARE FOR USE IN WORD PROCESSING AND DATABASE MANAGEMENT; WORD PROCESSING SOFTWARE INCORPORATING TEXT, SPREADSHEETS, STILL AND MOVING IMAGES, SOUNDS AND CLIP ART; COMPUTER SOFTWARE FOR USE IN AUTHORIZING, DOWNLOADING, TRANSMITTING, RECEIVING, EDITING, EXTRACTING, ENCODING, DECODING, PLAYING, STORING AND ORGANIZING AUDIO, VIDEO, STILL IMAGES AND OTHER DIGITAL DATA; COMPUTER SOFTWARE FOR ANALYZING AND TROUBLESHOOTING OTHER COMPUTER SOFTWARE; CHILDREN'S EDUCATIONAL SOFTWARE; COMPUTER GAME SOFTWARE; COMPUTER GRAPHICS SOFTWARE; COMPUTER SEARCH ENGINE SOFTWARE; WEB SITE DEVELOPMENT SOFTWARE; COMPUTER PROGRAM WHICH PROVIDES REMOTE VIEWING, REMOTE CONTROL, COMMUNICATIONS

AND SOFTWARE DISTRIBUTION WITHIN PERSONAL COMPUTER SYSTEMS AND ACROSS COMPUTER NETWORK; COMPUTER PROGRAMS FOR FILE MAINTENANCE AND DATA RECOVERY; COMPUTER PERIPHERALS; INSTRUCTIONAL MANUALS PACKAGED IN ASSOCIATION WITH THE ABOVE , IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-1-1977; IN COMMERCE 1-1-1977.

OWNER OF U.S. REG. NOS. 1,078,312, 2,180,949 AND OTHERS.

SER. NO. 76-426,501, FILED 7-1-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY



United States Patent and Trademark Office

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**Goods and Services**

IC 009. US 021 023 026 036 038. G & S: Computers hardware; computer hardware, namely, server, desktop, laptop, notebook and subnotebook computers; hand held and mobile computers; computer [terminals and] monitors; personal digital assistants; portable digital audio players; electronic organizers; computer keyboards, cables, modems; audio speakers; computer video control devices, namely, computer mice, [trackballs, joysticks and gamepads;] a full line of computer software for business, home, education, and developer use; computer programs for personal information management; database management software; [character recognition software; telephony management software;] electronic mail and messaging software; [telecommunications software, namely for paging;] database synchronization software; computer programs for accessing, browsing and searching online databases; operating system software; application development tool programs; blank computer storage media; fonts, typefaces, type designs and symbols recorded on magnetic media; computer software for use in providing multiple user access to a global computer information network for searching, retrieving, transferring, manipulating and disseminating a wide range of information; computer software for use as a programming interface; computer software for use in network server sharing; local and wide area networking software; computer software for matching, correction, and reproduction of color; computer software for use in digital video and audio editing; computer software for use in enhancing text and graphics; computer software for use in font justification and font quality; computer software for use to navigate and search a global computer information network, as well as to organize and summarize the information retrieved; computer software for use in word processing and database management. word processing software incorporating text, spreadsheets, still and moving images, sounds and clip art; computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video, still images and other digital data; computer software for analyzing and troubleshooting other computer software; children's educational software; computer game software; Computer graphics software; [Computer search engine software;] Web site development software; computer program which provides remote viewing, remote control, communications and software distribution within personal computer systems and across computer network; computer programs for file maintenance and data recovery; computer peripherals; instructional manuals packaged in association with the above. FIRST USE: 19770101. FIRST USE IN COMMERCE: 19770101

Mark Drawing Code (2) DESIGN ONLY
Design Search Code 05.09.05 - Apples
Serial Number 76426501
Filing Date July 1, 2002
Filing Basis 1A
Original Filing Basis 1A
Published for Opposition February 18, 2003
Registration Number 2715578
International Registration Number 0851679
Registration Date May 13, 2003
Owner (REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP CUPERTINO CALIFORNIA 95014
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Thomas R. La Perle
Prior Registrations 1078312;1157920;1219945;1303085;1401154;2180949;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 3,679,056

Registered Sep. 8, 2009

TRADEMARK
PRINCIPAL REGISTER



APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTERS; COMPUTER HARDWARE; COMPUTER PERIPHERALS; HANDHELD COMPUTERS; HANDHELD MOBILE DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, MANIPULATING, AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND AUDIOVISUAL FILES, FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL, AND OTHER DIGITAL DATA, FOR USE AS A DIGITAL FORMAT AUDIO PLAYER, HANDHELD COMPUTER, PERSONAL DIGITAL ASSISTANT, ELECTRONIC ORGANIZER, ELECTRONIC NOTEPAD, CAMERA, AND GLOBAL POSITIONING SYSTEM (GPS) ELECTRONIC NAVIGATION DEVICE; DIGITAL AUDIO AND VIDEO RECORDERS AND PLAYERS; PERSONAL DIGITAL ASSISTANTS; ELECTRONIC ORGANIZERS; CAMERAS; TELEPHONES; MOBILE PHONES; SATELLITE NAVIGATIONAL SYSTEMS, NAMELY, GLOBAL POSITIONING SYSTEMS (GPS); ELECTRONIC NAVIGATIONAL DEVICES, NAMELY, GLOBAL POSITIONING SATELLITE (GPS) BASED NAVIGATION RECEIVERS; COMPUTER GAME MACHINES FOR USE WITH EXTERNAL DISPLAY SCREENS, MONITORS, OR TELEVISIONS; A FULL LINE OF ACCESSORIES AND PARTS FOR THE AFOREMENTIONED GOODS; STANDS, COVERS, CASES, HOLSTERS, POWER ADAPTORS, AND WIRED AND WIRELESS REMOTE CONTROLS FOR THE AFOREMENTIONED GOODS; COMPUTER MEMORY HARDWARE; COMPUTER DISC DRIVES; OPTICAL DISC DRIVES; COMPUTER NETWORKING HARD-

WARE; COMPUTER MONITORS; FLAT PANEL DISPLAY MONITORS; COMPUTER KEYBOARDS; COMPUTER CABLES; MODEMS; COMPUTER MICE; ELECTRONIC DOCKING STATIONS; SET TOP BOXES; BATTERIES; BATTERY CHARGERS; ELECTRICAL CONNECTORS, WIRES, CABLES, AND ADAPTORS; DEVICES FOR HANDS-FREE USE; HEADPHONES; EARPHONES; EAR BUDS; AUDIO SPEAKERS; MICROPHONES; AND HEADSETS; A FULL LINE OF COMPUTER SOFTWARE FOR BUSINESS, HOME, EDUCATION, AND DEVELOPER USE; USER MANUALS FOR USE WITH, AND SOLD AS A UNIT WITH, THE AFOREMENTIONED GOODS; DOWNLOADABLE AUDIO AND VIDEO FILES, MOVIES, RING TONES, VIDEO GAMES, TELEVISION PROGRAMS, POD CASTS AND AUDIO BOOKS VIA THE INTERNET AND WIRELESS DEVICES FEATURING MUSIC, MOVIES, VIDEOS, TELEVISION, CELEBRITIES, SPORTS, NEWS, HISTORY, SCIENCE, POLITICS, COMEDY, CHILDREN'S ENTERTAINMENT, ANIMATION, CULTURE, CURRENT EVENTS AND TOPICS OF GENERAL INTEREST, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-31-1977; IN COMMERCE 1-31-1977.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 77-648,705, FILED 1-13-2009.

JERI J. FICKES, EXAMINING ATTORNEY



United States Patent and Trademark Office

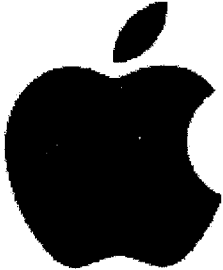
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Goods and Services

IC 009. US 021 023 026 036 038. G & S: Computers; computer hardware; computer peripherals; handheld computers; handheld mobile digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing text, data, image, audio, and audiovisual files, for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, handheld computer, personal digital assistant, electronic organizer, electronic notepad, camera, and global positioning system (GPS) electronic navigation device; digital audio and video recorders and players; personal digital assistants; electronic organizers; cameras; telephones; mobile phones; satellite navigational systems, namely, global positioning systems (GPS); electronic navigational devices, namely, global positioning satellite (GPS) based navigation receivers; computer game machines for use with external display screens, monitors, or televisions; a full line of accessories and parts for the aforementioned goods; stands, covers, cases, holsters, power adaptors, and wired and wireless remote controls for the aforementioned goods; computer memory hardware; computer disc drives; optical disc drives; computer networking hardware; computer monitors; flat panel display monitors; computer keyboards; computer cables; modems; computer mice; electronic docking stations; set top boxes; batteries; battery chargers; electrical connectors, wires, cables, and adaptors; devices for hands-free use; headphones; earphones; ear buds; audio speakers; microphones; and headsets; a full line of computer software for business, home, education, and developer use; user manuals for use with, and sold as a unit with, the aforementioned goods. downloadable audio and video files, movies, ring tones, video games, television programs, pod casts and audio books via the internet and wireless devices featuring music, movies, videos, television, celebrities, sports, news, history, science, politics, comedy, children's entertainment, animation, culture, current events and topics of general interest. FIRST USE: 19770131. FIRST USE IN COMMERCE: 19770131

Mark Drawing Code

(2) DESIGN ONLY

Design Search Code

05.09.05 - Apples

Trademark

Search Facility VEG Plant life such as trees, flowers, fruits, grains, nuts, wreaths, and leaves

**Classification
Code****Serial Number** 77648705**Filing Date** January 13, 2009**Filing Basis** 1A**Original Filing
Basis** 1A**Published for
Opposition** June 23, 2009**Registration
Number** 3679056**International
Registration
Number** 1014459**Registration
Date** September 8, 2009**Owner** (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014**Attorney of
Record** Thomas R. La Perle**Prior
Registrations** 1114431;2715578;2753069;AND OTHERS**Description of
Mark** Color is not claimed as a feature of the mark. The mark consists of the design of an apple with a bite removed.**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead
Indicator** LIVE[TESS HOME](#)[NEW USER](#)[STRUCTURED](#)[FREE FORM](#)[BROWSE DICT](#)[SEARCH OG](#)[TOP](#)[HELP](#)[|.HOME](#) | [SITE INDEX](#) | [SEARCH](#) | [eBUSINESS](#) | [HELP](#) | [PRIVACY POLICY](#)

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38 and 50

United States Patent and Trademark Office

Reg. No. 2,951,270

Registered May 17, 2005

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: STAND ALONE VIDEO GAME MACHINES; PINBALL AND ARCADE GAME MACHINES; HAND-HELD UNIT FOR PLAYING ELECTRONIC GAMES; COIN-OPERATED VIDEO GAMES; TOY COMPUTERS; ELECTRONIC ACTION TOYS; ELECTRONIC EDUCATIONAL GAME MACHINES FOR CHILDREN; MUSICAL TOYS; BATTERY OPERATED REMOTE CONTROLLED TOY VEHICLES; TOYS AND GAMES, NAMELY, ACTION FIGURES AND ACCESSORIES THEREFORE; BOARD GAMES; CARD GAMES; PLAYING CARDS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

PRIORITY CLAIMED UNDER SEC. 44(D) ON ERPN CMNTY TM OFC APPLICATION NO. 2593663, FILED 2-26-2002, REG. NO. 002593663, DATED 9-10-2003, EXPIRES 2-26-2012.

OWNER OF U.S. REG. NOS. 1,114,431, 1,401,154 AND OTHERS.

THE MARK CONSISTS OF THE DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 78-155,196, FILED 8-16-2002.

JAMES A. RAUEN, EXAMINING ATTORNEY



United States Patent and Trademark Office

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Record 1 out of 1[TARR Status](#) [ASSIGN Status](#) [TDR](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)**Goods and Services**

IC 028. US 022 023 038 050. G & S: Stand alone video game machines; [pinball and arcade game machines;] hand-held unit for playing electronic games; [coin-operated video games; toy computers; electronic action toys;] electronic educational game machines for children; musical toys [; battery operated remote controlled toy vehicles; toys and games, namely, action figures and accessories therefore; board games; card games; playing cards]

Mark Drawing Code

(2) DESIGN ONLY

Design Search Code

05.09.05 - Apples

Serial Number

78155196

Filing Date

August 16, 2002

Filing Basis

44E

Original Filing Basis

1B;44D

Published for Opposition

August 10, 2004

Registration Number

2951270

International Registration Number

0868666

Registration Date

May 17, 2005

Owner

(REGISTRANT) Apple Computer, Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

(LAST LISTED OWNER) APPLE INC. CORPORATION CALIFORNIA 1 INFINITE LOOP

CUPERTINO CALIFORNIA 95014

Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. La Perle
Priority Date	February 26, 2002
Prior Registrations	1114431;1130288;1401154;AND OTHERS
Description of Mark	The mark consists of the design of an apple with a bite removed.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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United States of America
United States Patent and Trademark Office

 iPhone

Reg. No. 3,746,840 APPLE INC. (CALIFORNIA CORPORATION)
Registered Feb. 9, 2010 1 INFINITE LOOP
CUPERTINO, CA 95014

Int. Cls.: 9, 28 and 38 FOR: HANDHELD MOBILE DIGITAL ELECTRONIC DEVICES FOR THE SENDING AND RECEIVING OF TELEPHONE CALLS, ELECTRONIC MAIL, AND OTHER DIGITAL DATA, FOR USE AS A DIGITAL FORMAT AUDIO PLAYER, AND FOR USE AS A HANDHELD COMPUTER, PERSONAL DIGITAL ASSISTANT, ELECTRONIC ORGANIZER, ELECTRONIC NOTEPAD, AND CAMERA, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

FIRST USE 6-29-2007; IN COMMERCE 6-29-2007.

FOR: HANDHELD UNIT FOR PLAYING ELECTRONIC GAMES, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 6-29-2007; IN COMMERCE 6-29-2007.

FOR: TELECOMMUNICATION ACCESS SERVICES; COMMUNICATION BY COMPUTER; TRANSMISSION OF DATA AND OF INFORMATION BY ELECTRONIC MEANS; PROVISION OF TELECOMMUNICATIONS CONNECTIONS TO COMPUTER DATABASES AND THE INTERNET; ELECTRONIC TRANSMISSION OF STREAMED AND DOWNLOADABLE AUDIO AND VIDEO FILES VIA COMPUTER AND OTHER COMMUNICATIONS NETWORKS; DELIVERY OF MESSAGES BY ELECTRONIC TRANSMISSION; PROVISION OF TELECOMMUNICATIONS CONNECTIONS TO ELECTRONIC COMMUNICATIONS NETWORKS, FOR TRANSMISSION OR RECEPTION OF AUDIO, VIDEO OR MULTIMEDIA CONTENT, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 6-29-2007; IN COMMERCE 6-29-2007.

PRIORITY CLAIMED UNDER SEC. 44(D) ON TRINIDAD/TOBAGO APPLICATION NO. 38613, FILED 6-22-2007.

OWNER OF U.S. REG. NOS. 2,715,578, 3,669,402 AND OTHERS.

THE MARK CONSISTS OF A DESIGN OF AN APPLE WITH A BITE REMOVED.

SEC. 2(F) AS TO "IPHONE".

SER. NO. 77-976,400, FILED 12-15-2007.



David J. Kybas

Director of the United States Patent and Trademark Office

Reg. No. 3,746,840 CHERYL CLAYTON, EXAMINING ATTORNEY



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 iPhone

Word Mark
Goods and Services

IPHONE

IC 009. US 021 023 026 036 038. G & S: Handheld mobile digital electronic devices for the sending and receiving of telephone calls, electronic mail, and other digital data, for use as a digital format audio player, and for use as a handheld computer, personal digital assistant, electronic organizer, electronic notepad, and camera. FIRST USE: 20070629. FIRST USE IN COMMERCE: 20070629

IC 028. US 022 023 038 050. G & S: Handheld unit for playing electronic games. FIRST USE: 20070629. FIRST USE IN COMMERCE: 20070629

IC 038. US 100 101 104. G & S: Telecommunication access services; communication by computer; transmission of data and of information by electronic means; provision of telecommunications connections to computer databases and the Internet; electronic transmission of streamed and downloadable audio and video files via computer and other communications networks; delivery of messages by electronic transmission; provision of telecommunications connections to electronic communications networks, for transmission or reception of audio, video or multimedia content. FIRST USE: 20070629. FIRST USE IN COMMERCE: 20070629

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

05.09.05 - Apples

Trademark Search Facility Classification Code

LETS-1 | A single letter, multiples of a single letter or in combination with a design
 VEG Plant life such as trees, flowers, fruits, grains, nuts, wreaths, and leaves

Serial Number 77976400

Filing Date December 15, 2007

Filing Basis 1A

Original Filing Basis 1B;44D
Published for Opposition November 24, 2009
Registration Number 3746840
International Registration Number 0975076
Registration Date February 9, 2010
Owner (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of Record Thomas R. La Perle
Priority Date June 22, 2007
Prior Registrations 2715578;2753069;2870477;3669402;AND OTHERS
Description of Mark Color is not claimed as a feature of the mark. The mark consists of a design of an apple with a bite removed.
Type of Mark TRADEMARK. SERVICE MARK
Register PRINCIPAL-2(F)-IN PART
Live/Dead Indicator LIVE
Distinctiveness Limitation Statement as to "IPHONE"

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Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 3,359,045

United States Patent and Trademark Office

Registered Dec. 25, 2007

TRADEMARK
PRINCIPAL REGISTER

APPLE TV

APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTER HARDWARE; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE REPRODUCTION, PROCESSING AND STREAMING OF AUDIO, VIDEO AND MULTIMEDIA CONTENT; COMPUTER HARDWARE AND SOFTWARE FOR CONTROLLING THE OPERATION OF AUDIO AND VIDEO DEVICES AND FOR VIEWING, SEARCHING AND/OR PLAYING AUDIO, VIDEO, TELEVISION, MOVIES, PHOTOGRAPHS AND OTHER DIGITAL IMAGES, AND

OTHER MULTIMEDIA CONTENT, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-21-2007; IN COMMERCE 3-21-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON TRINIDAD/TOBAGO APPLICATION NO. 37955, FILED 11-13-2006.

OWNER OF U.S. REG. NOS. 1,078,312, 2,808,567 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TV", APART FROM THE MARK AS SHOWN.

SER. NO. 77-152,380, FILED 4-9-2007.

ANGELA GAW, EXAMINING ATTORNEY



United States Patent and Trademark Office

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APPLE TV

**Word Mark
Goods and
Services**

APPLE TV

IC 009. US 021 023 026 036 038. G & S: Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content. FIRST USE: 20070321. FIRST USE IN COMMERCE: 20070321

**Standard
Characters
Claimed****Mark Drawing
Code**

(4) STANDARD CHARACTER MARK

**Trademark
Search Facility
Classification
Code**

LETS-2 TV Two letters or combinations of multiples of two letters

Serial Number

77152380

Filing Date

April 9, 2007

Filing Basis

1A

**Original Filing
Basis**

1A;44D

**Published for
Opposition**

October 9, 2007

Registration

3359045

Number
International
Registration 0928475
Number
Registration
Date December 25, 2007
Owner (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014
Attorney of
Record Thomas R. La Perle
Priority Date November 13, 2006
Prior
Registrations 1078312;2034964;2808567;AND OTHERS
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TV" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead
Indicator LIVE

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Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 3,359,157

Registered Dec. 25, 2007

**TRADEMARK
PRINCIPAL REGISTER**



APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTER HARDWARE; COMPUTER NETWORKING HARDWARE; SET TOP BOXES; DIGITAL ELECTRONIC DEVICES FOR RECORDING, ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO AND VIDEO FILES; COMPUTER SOFTWARE FOR USE IN ORGANIZING, TRANSMITTING, RECEIVING, MANIPULATING, PLAYING AND REVIEWING TEXT, DATA, IMAGE, AUDIO, AND VIDEO FILES; COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE REPRODUCTION, PROCESSING AND STREAMING OF AUDIO, VIDEO AND MULTIMEDIA CONTENT; COMPUTER HARDWARE AND SOFTWARE FOR CONTROLLING THE OPERATION OF AUDIO AND VIDEO DEVICES AND FOR VIEWING, SEARCHING AND/OR PLAYING

AUDIO, VIDEO, TELEVISION, MOVIES, PHOTOGRAPHS AND OTHER DIGITAL IMAGES, AND OTHER MULTIMEDIA CONTENT, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-21-2007; IN COMMERCE 3-21-2007.

OWNER OF U.S. REG. NOS. 1,114,431, 2,753,069 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TV", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A DESIGN OF AN APPLE WITH A BITE REMOVED.

SER. NO. 77-154,348, FILED 4-11-2007.

ANGELA GAW, EXAMINING ATTORNEY



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Word Mark

TV

Goods and Services

IC 009. US 021 023 026 036 038. G & S: Computer hardware; computer networking hardware; set top boxes; digital electronic devices for recording, organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio and video files; computer software for use in organizing, transmitting, receiving, manipulating, playing and reviewing text, data, image, audio, and video files; computer hardware and computer software for the reproduction, processing and streaming of audio, video and multimedia content; computer hardware and software for controlling the operation of audio and video devices and for viewing, searching and/or playing audio, video, television, movies, photographs and other digital images, and other multimedia content. FIRST USE: 20070321. FIRST USE IN COMMERCE: 20070321

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

05.09.05 - Apples

Trademark

Search Facility

LETS-2 TV Two letters or combinations of multiples of two letters

Classification Code

VEG Plant life such as trees, flowers, fruits, grains, nuts, wreaths, and leaves

Serial Number

77154348

Filing Date

April 11, 2007

Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

October 9, 2007

Registration Number

3359157

**International
Registration
Number** 0946501

**Registration
Date** December 25, 2007

Owner (REGISTRANT) Apple Inc. CORPORATION CALIFORNIA 1 Infinite Loop Cupertino CALIFORNIA 95014

**Attorney of
Record** Thomas R. La Perle

**Prior
Registrations** 1114431;2715578;2753069;AND OTHERS

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "TV" APART FROM THE MARK AS SHOWN

**Description of
Mark** The mark consists of a design of an apple with a bite removed.

Type of Mark TRADEMARK

Register PRINCIPAL

**Live/Dead
Indicator** LIVE

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